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February 1986

presstime

The Journal of the American Newspaper Publishers Association

SPECIAL REPORT

Tabloids: Big Hits In Small Packages

Cable Systems Consolidate As High Prices Spur Sales

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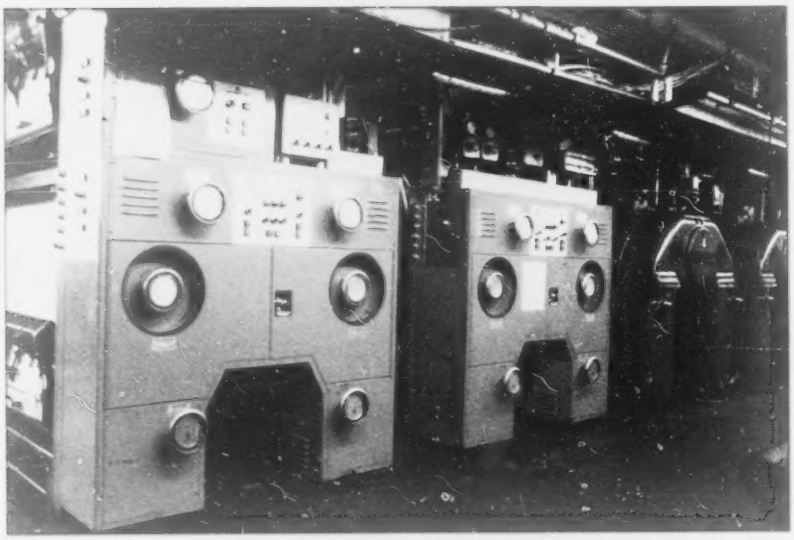

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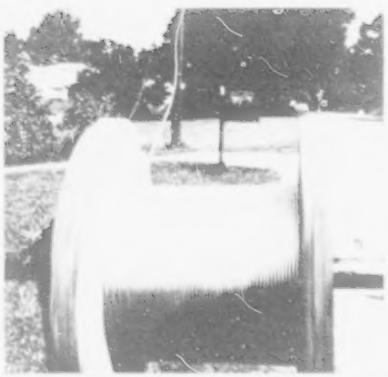

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Advertising isn't harmful, but a government ban on information would be

The recent decision by some of our friends in organized medicine to lobby Congress for a ban on all advertising of tobacco products overlooks the basic ground rules that govern information flow in our free society, and it winks at the First Amendment protection afforded commercial speech.

Whether to smoke isn't the operative question. I don't. The question is whether government should ban information.

The First Amendment prohibits restrictions on the editorial presentation of social commentary and those same prohibitions have been applied broadly to advertising.

Richard J. V. Johnson

During the last decade, the U.S. Supreme Court has extended First Amendment freedoms to advertising, which is called "commercial speech." The court began with the basic principle that products which are legally sold and distributed in our society should be free of advertising restrictions—especially of governmental prohibitions like those suggested by some doctors.

The court established, also, that any such restrictions could be condoned only if they directly advance our government's interest in health. Moreover, if that first test is satisfied, then the restriction could be no greater than absolutely necessary to advance the government interest.

To date, the ad ban fans have been unable to satisfy the U.S. Constitution's test for prior restraint against advertising. I doubt that they ever will.

Truthful advertising of legally sold products and services—whether tobacco products, automobiles, newspapers or medical services—is entitled to full First Amendment protection and should not be suppressed. In other words, if it's legal to sell or do, it's legal to advertise.

We all have an interest in protecting the health of the American public. And we all agree our government has a role to play in encouraging the health of our people. But, in all honesty, advertising—especially advertising that already clearly indicates the potential hazards of using a particular product—is *not* harmful to anyone's health.

Given the facts, freely, Americans can decide what legal things they choose to do and not to do. That shouldn't worry us.

But we all, including doctors and publishers, ought to worry about asking government to ban information.

Richard J. V. Johnson
Chairman and President

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CABLE TV

Now seems to be a good time to sell or consolidate systems, and newspapers are reaping benefits both ways

BY BARBARA I. FRIEDMAN
presstime staff writer

The volatile cable television business is consolidating, but it's not a hunkering-down kind of consolidation. On the contrary, industry observers say the overall number of systems owners is shrinking in large part because many are finding it hard to resist selling to other operators at the current all-time high prices.

Newspaper companies are no exception. While one is getting on the cable merry-go-round for the first time, several more are jumping off and apparently getting paid well to do it.

McClatchy Newspapers is one of those getting off. "I think our timing has been rather fortuitous," says Frank Washington, the firm's vice president for electronic communications, commenting on McClatchy's decision to sell its four systems.

The Tribune Co. of Chicago is another one that recently decided to hop off. Like McClatchy, it gives strategic reasons for getting out of the cable systems business. Tribune talks of wanting to concentrate on areas where it is already strong, McClatchy of how cable no longer fits with its diversification plans.

If selling a cable system meshes with overall corporate strategy, it appears, then current prices do nothing to discourage the move.

Prices are at a level that makes cable executives such as McClatchy's Washington believe it is a good time to be selling.

The price level also leads experienced cable operators to think they can buy more systems and make money, according to Jack C. Clifford, chief executive officer of Colony Communications Inc., the cable subsidiary of the The Providence Journal Co.

That attitude on both sides of the table can make for the recent selling spree that has been widely reported in the business press.

In some instances, the decision to sell also may be influenced by takeover fears. Andrew M. Wallach, a media analyst at PaineWebber Inc., notes that a cable system's heavy startup expenses can lower a parent company's earnings and create potential for a takeover. By selling, the parent removes the drag and cashes in on a system's worth in a seller's market.

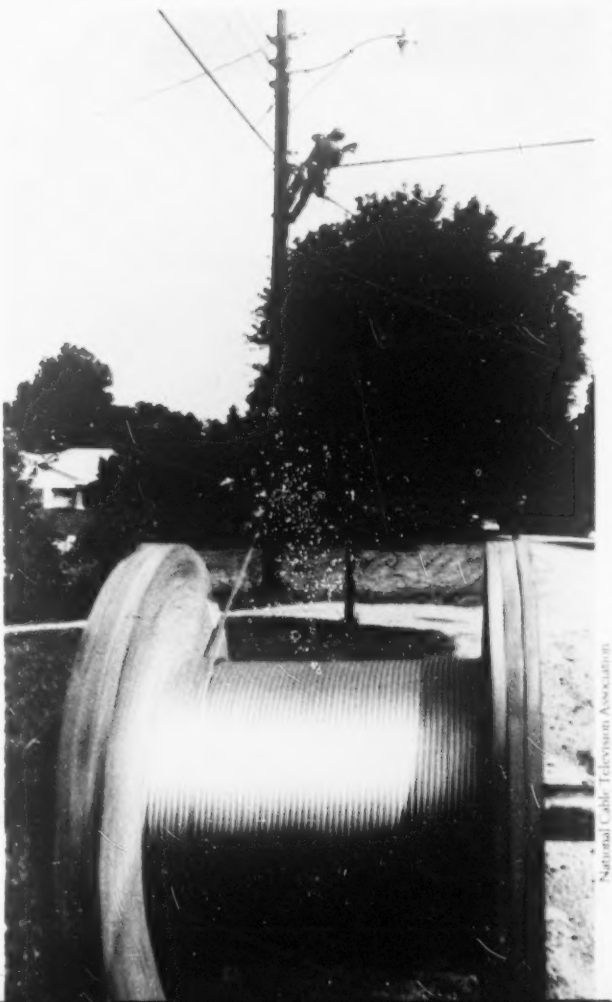
Clifford and others observe that nearly all the buyers are already cable systems operators, thus the consolidation of the industry. One reason for this is that operators with more subscribers are in a better position to reap economies of scale such as discounts for programming.

Another reason is that further economies can be had by cable operators clustering their systems to allow the same administrative, marketing and service staff to serve a larger geographic area. Swaps are changing the patchwork system of ownership created by the award of franchises.

The cable-system market is hot, Wallach believes, partly because costs are shrinking and earnings are growing. While cable systems require a huge initial investment, once an operator passes the break-even point, profits usually rise fast.

The period of intensive construction and costly competition for franchises is largely over, says Wallach, and companies now are more likely to grow by acquisitions rather than building. At the end of 1985, an estimated 73 percent of U.S. homes with television sets had been passed by cable.

The industry's prospects are



National Cable Television Association

With intense construction over, profitability is expected to rise.

also considered brighter because cable operators are no longer required by the Federal Communications Commission to carry local broadcasters' signals. And next year federal deregulation takes the ceiling off fees for basic service in those areas where they have not already been lifted.

Prices are up because "there are more people chasing systems than there are cable systems available to be purchased," Washington says.

However, Colony Communications Clifford thinks the climb of prices is over. He identifies as reasons the flattening of revenues for pay television such as Home Box Office and the "high liabilities" of some urban cable systems that companies are committed to building with little chance of making them pay.

Clifford says that recent sales "seem to be more of an internal shifting about" than in the last period of great activity in the early 1980s when huge companies such as Westinghouse Electric Corp. bought into the cable systems business.

Now Westinghouse Electric Corp. is getting out by selling its Group W Cable, the country's third largest cable systems operator, to buyers that include cable giants TeleCommunications Inc. and Time Inc. The mammoth deal valued at $2.1 billion may be the biggest cable sale ever.

On a smaller scale, several other newspaper-related companies have been involved in recent cable deals.

Dow Jones & Co. Jan. 6 reduced its stake in Continental Cablevision from 24.5 to 16.5 percent by selling stock to Continental. The company noted that it was able "to take advantage of currently attractive TV cable stock prices." Shares Dow Jones bought in late 1981 for $25 each sold for $50, bringing the company $100 million.

The Times Mirror Co. has changed its cable holdings by numerous swaps of systems and is selling its half interest in one system, Community Cable TV of Las Vegas.

In a break from the selling pattern, The Washington Post Co. Jan. 3 bought into the business, purchasing 53 of the 55 cable systems owned by Capital Cities Communications Inc. (now Capital Cities/ABC Inc.) for $350 million. Cap Cities had to sell to avoid cross-ownership conflicts after its acquisition of the network.

The prices paid for systems vary, Wallach says, but generally they are averaging around $1,100 to $1,200 per subscriber or about 11 times cable cash flow, defined as a year's operating income before non-cash deductions of amortization and heavy depreciation.

Clifford puts the multiple of revenue per subscriber a little lower, "hovering around a grand." But that is a far cry from the $250 to $300 a subscriber that systems sold for in the mid 1970s. Prices jumped in the late 1970s then jumped again in the early part of this decade to around $1,000 to $1,100, where they have generally stayed, he says.

Demand from outsiders pumped up prices in the early 1980s, Clifford says, unlike now, when the hit comes from insiders who want to accumulate more cable systems.

Goings and comings. For the Tribune Co. and McClatchy Newspapers, corporate strategy was the reason for getting out of cable ownership. For The Washington Post Co., it is high on the list of reasons for getting in.

At the Tribune Co., Joseph A. Hays, vice president-corporate communications, says, "We think it's a great business" with "great prospects."

"There are more people chasing systems than there are cable systems available to be purchased."

However, he says, the Tribune Co. is selling its cable systems because of "a major strategic decision" to consolidate activity "where we have major investments." To become a major player in cable, Hays says, the Tribune Co. would have needed to invest "much more than we wanted to spend, given our position in newspaper publishing and broadcasting." Also, he notes, the company was facing cross-ownership conflicts because signals of its newly purchased KTLA-TV station in Los Angeles overlapped with two of its cable systems.

Cash from the cable sales will be used, among other things, to help trim debt from the $510 million paid for KTLA.

Of Tribune Co.'s 15 systems, the company has announced agreements to sell all but four. The franchises with publicly announced buyers include one in Montgomery County, Md., an affluent suburb of Washington, D.C. County officials clashed with the Tribune Co. over whether the company was living up to the franchise agreement. However, this was not a factor in the company's decision to sell, Hays says.

McClatchy's decision to sell its four cable systems hinged on the company's changed perspective on the strategic fit between cable and newspapers. Vice President Washington says that in the late 1960s and early 1970s, the company believed cable would eventually be an electronic conduit for delivering newspapers to homes. Since then, "it's become more and more apparent any impact cable is going to have on newspapers is a lot less than anybody imagined," he says.

McClatchy's diversification is keyed to a goal of being a provider rather than a carrier of information. Thus, the company has chosen to sell, Washington says.

Other forces such as the federal government can determine involvement in cable. Federal cross-ownership rules prohibit a TV network from owning cable systems, so when Cap Cities announced its agreement to buy ABC last spring, the company's pullout from cable became inevitable.

For The Washington Post Co., acquiring the 53 Cap Cities' systems meant that in one swoop it had gained a substantial presence in a business company executives had previously avoided.

The company had disliked the uncertainties and politics of bidding for franchises, says Howard E. Wall, president of Post Newsweek Cable Inc. "Everybody was expected to make overpromises, and we didn't want to participate in that." The overall risk and the heavy outlay of capital associated with building cable systems were enough to convince the company not to invest.

But the nature of the business changed, at least for some systems. By waiting and missing the early stages of cable's development, the Post paid more than it might have otherwise. In return, it has bought what Wall describes as a low-risk business.

Wall says the Post paid a "full price" but calls it in line with cash-flow multiples and revenue per subscriber paid by other recent buyers.

He describes the newly acquired cable systems as having characteristics that should make for smooth, uninterrupted sailing. Their average penetration of 67 percent of homes passed for basic service is well above the industry norm. Capital spending is slowing, and the franchising process is essentially complete. Also, Wall says, the systems are at a point where they are profitable as well as substantial sources of cash.

In addition, the Post gets the benefit of some shelter from taxes because with the change of ownership the depreciation process starts over.

Despite the pluses, the Post expects to

spend some time digesting its purchase before buying in the cable marketplace again, Wall says.

The timing of new acquisitions will also depend on the cable systems' ability to conform to a company-wide goal of 15 percent annual growth in net income, he says. However, when the company is ready to buy, he says he expects to be looking for systems in areas now being served by the Post's new cable holdings.

No millennium. While cable has reacquired much of its former glow, some in the business caution that the industry's millennium is far from at hand.

David R. MacDonald, vice president of NYT Cable TV, owned by The New York Times Co., questions some of the prevailing assumptions about the industry's future. Despite the fact that monthly revenue averages less than $20 per subscriber, "the industry sees itself as taking this quantum leap through deregulation

> *"I would suggest that most cable systems are pushing what they can charge even with deregulation."*

[illegible] basic service] and price increases," he says. MacDonald doubts there will be a huge increase in prices.

Numbers like $30 per subscriber—$15 for basic service and $15 for pay television—are being bandied about, he says. To charge that, companies will have to increase substantially prices for basic services, which are averaging between $8 to $10 a month, he says.

"I would suggest that most cable systems are pushing what they can charge even with deregulation," he says, noting that cable is not a utility, like electricity, that a customer requires.

NYT Cable has made no major acquisitions since 1981, mainly because "the price is too dear," MacDonald adds. Instead, the company has focused on increasing penetration—which he sees as a key to a successful cable system. As a means to that end, the company is getting ready to kick off a program that "unbundles" basic services into smaller packages. Thus the perceived price of cable service drops, and that can attract potential customers who refused to subscribe before, he says.

With unbundling, a customer will be able to pay as little as $8 for cable—which buys only the local channels—instead of having to take the whole $10.75 package of basic services. For another $2.50, a customer can get sports satellite channels and for $2.50 more, the other satellite channels.

In a separate service, NYT Cable TV has had great success with pay-per-view television, MacDonald says. By letting cable customers order a particular movie, the company sold more than 100,000 movies in 1985, and MacDonald expects the number to double this year. Customers pay $4 per movie—more than the usual charge for renting a movie videotape—but they bypass the step of getting and returning it to a video store, he notes, and the expense of purchasing a video cassette recorder. □

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Fire-Prevention Efforts Pay Off, But the Arson Menace Continues

BY MARCIA RUTH
presstime staff writer

Improved fire prevention has paid off for newspapers in the last few years, particularly for dailies.

Although precise, industry-wide figures on the number of fires are not available—and observers say small blazes are often extinguished too quickly to be reported—a presstime poll of all state press associations and interviews with some newspapers show there were 26 newspaper fires in the past 42 months. More than half were at non-dailies.

This figure is down from an earlier survey showing 23 fires over a 20-month period (presstime, July 1982, p. 56).

But with the improvement comes continuing concern over arson, which is either proven or suspected in a number of cases. Newspapers are increasing their security protection to douse the problem.

Of fires at daily newspapers, only one since mid-1982 was so devastating that major production changes followed. After a $1-million blaze swept through their press, camera and composing areas on Dec. 18, 1983, The Intelligencer and the Wheeling [W.Va.] News-Register decided to convert from letterpress to offset printing—a shift that had been considered but not acted upon until the fire damage.

While that fire was started by an electrical short in the furnace room, the most common internal cause of fires reported at other dailies in the last three and a half years was electrical malfunction in the pressroom. All of these were extinguished before major damage occurred.

The pattern was different for weeklies. More than half of the fires there began in other business offices located in the same building or in adjacent buildings.

Overall, experts give newspapers high marks for fire prevention. There is a "high degree of safety and hazard or risk consciousness," says Warren Gumprecht, property manager of the Special Risk Department of the Chubb Group of Insurance Companies. "In other words, they know where they can have problems, and they keep a close watch on these areas. They monitor them, and they clean them up."

Among other reasons for the reduced incidence of fire in newspapers, he says, are the conversion from hot metal to computerized production, the move away from flammable solvents and the installation of automatic sprinkler systems in a growing number of newspaper plants.

Pressroom protection. Most modern pressrooms, an area historically prone to combustion, are protected by either water or carbon dioxide systems. A few use Halon 1301, a gas stored as a liquid, although the substance is used primarily in computer rooms.

Each system has its own advantages and disadvantages:

- Water is inexpensive but can severely damage computer equipment, short-circuit electrical systems and ruin newsprint supplies.
- Carbon dioxide, which is also relatively inexpensive, can be lethal. Staff must be trained to evacuate in 90 seconds and use special breathing equipment.
- Halon 1301 is by far the most expensive but leaves no residue and is not deadly.

Deciding which to use is a matter of balancing costs and risks.

"If we were to use CO_2 in our pressroom in a fire where we had to release every one of our [CO_2] units, it would cost us $750. With Halon under the same circumstances it would cost us $6,000," says Harold E. Archer, general services manager of The Baltimore Sun, which began using Halon protection in the pressroom in 1981.

For the Sun, says Archer, Halon 1301 is worth the extra expense because it "gets the fire out very quickly, there is no residue, and if people are there it won't hurt them in any way."

The pressrooms of the Courier Journal & The Louisville Times Co.—including Louisville's two

Arson is suspected in $950,000 fire at The Orange County Register.

Summary of Newspaper Fires Since Mid-1982

1986

Jan. 2, The Wayne (Neb.) Herald (weekly, circulation 4,013); fire in adjoining bank; estimated damage, $49,000.

1985

Nov. 26, The Clark Fork (Mont.) Valley Press (weekly, 1,500); suspected electrical problem in building that also houses stores and law office; estimated damage to newspaper and bookstore under same ownership, $60,000.

Oct. 28, The Boston Herald (morning, 365,234); pressroom fire spread through ventilation shaft into mailroom; estimated damage, $300,000.

July 7, Edmonton (Alberta) Journal (morning, 162,374); arson; estimated damage, $20,000.

July 4, The Crete (Neb.) News (weekly, 4,988); chemical fire in adjoining welding shop; estimated damage to newspaper, $6,000.

June 19, San Antonio Express-News (all-day, 160,884); spark in electric motor ignited paper dust in pressroom; estimated damage, $60,000 to $70,000.

May 27, Columbia County Observer, Magnolia, Ark. (weekly, 3,750 paid, 13,500 free); fire in adjoining building; estimated damage to newspaper unavailable.

May 26, Liberty County Times, Chester, Mont. (weekly, 1,902); electrical fire; estimated damage, $99,000.

May 19, Courier Publishing Co., West Liberty, Ky. (publisher of three weeklies); suspected arson; estimated damage, $65,000.

Jan. 19, Daily Times Chronicle, Woburn, Mass. (evening, 15,279); arson; estimated damage, $250,000.

Jan. 10, The Payson (Utah) Chronicle (weekly, 1,800); fire in adjoining antique shop; estimated damage, $65,000.

1984

Dec. 31, The Canby (Minn.) News (weekly, 1,404); fire started in adjacent restaurant; estimated damage, $100,000.

Oct. 11, Le Droit, Ottawa (evening, 39,584); malfunction in offset printing plate developer; estimated damage, $30,000.

Sept. 26, Lincoln County News, Chandler, Okla. (weekly, 3,867); suspected arson; estimated damage, $100,000.

Sept. 21, The Daily Herald, Arlington Heights, Ill. (group of 13 newspapers in suburban Chicago; combined circulation, 70,000); welding torch ignited ink mist and paper dust in pressroom; estimated damage, $25,000.

Aug. 3, The Orange County (Calif.) Register (all-day, 287,946); suspected arson; estimated damage, $950,000.

April 3, Dallas Times Herald (all-day, 231,224); sparks in pressroom; estimated damage unavailable.

Feb. 25, Carolina Newspapers Inc., which publishes Yorkville (S.C.) Enquirer (weekly, 2,429) and Clover Herald (weekly, about 2,800); faulty electrical wiring; estimated damage unavailable.

Jan. 6 and Feb. 23, Manteca (Calif.) Bulletin (morning, 5,864); arson; estimated damages, $250,000 and $95,000.

1983

Dec. 18, The Intelligencer (morning, 24,142) and the Wheeling (W.Va.) News-Register (evening 25,881); short circuit; estimated damage, $1 million-plus.

Oct. 12, Daily Camera, Boulder, Colo. (morning, 30,359); electrical fire confined to press control panel; estimated damage, $9,500.

July 18, L'Anse (Mich.) Sentinel (weekly, 4,246); electrical wiring malfunction suspected; estimated damage, $400,000.

July 4, Coltax (La.) Weekly Chronicle (weekly, 3,335); arson; estimated damage, $300,000 plus.

Jan. 27, Roseau (Minn.) Times-Region (weekly, 4,698); arson; building and equipment destroyed; dollar amount unavailable.

1982

Dec. 21, Webb City (Mo.) Sentinel and Wise Buyer (weekly, 1,500 paid, 10,000 free); smoker fell asleep in adjacent apartment; estimated damage to newspaper unavailable.

July 22, The Arizona Daily Star (morning, 72,360) and Tucson Citizen (evening, 57,863); electrical explosions in a transformer adjacent to the Tucson Newspapers plant; estimated damage to newspaper, $195,000; damages totaling $7.75 million awarded families of four newspaper employees—one killed and three injured in the explosion—paid by electric companies, an architectural firm, engineering and construction companies, and the city of Tucson.

An Example of Thorough Planning

"No short cuts," is how Richard Burton defines the Chicago Tribune's attitude toward fire prevention.

As fire protection manager, he oversees the Tribune Co.'s three Chicago buildings—the editorial and business office housed in what is known as Tribune Tower, the transportation garage, and the $186-million, 690,000-square-foot Freedom Center, which houses production, circulation and a four-and-a-half-week supply of newsprint.

Different types of systems are used in different settings:

- Halon 1301 in the computer rooms backed up by a water-sprinkler system.
- Carbon dioxide in the garage, where there are flammable liquids and batteries.
- Foam in newsprint storage, allowing an entire room to be flooded in six minutes protecting all but the outermost layers of paper.
- Water sprinklers in the pressroom and throughout areas not otherwise covered.
- Smoke and heat detectors in electrical vaults that can shut off current.

Also, at Freedom Center, an "emergency response" team of about 30 people on each shift stands ready for quick action. The teams are equipped with self-contained breathing units and other protective gear. Another 10 to 15 people can be relied on in the less flammable office environment of the Tribune Tower.

All supervisors are provided with detailed instructions on firefighting and evacuation procedures. "Hand-picked" floor wardens and their assistants are trained in firefighting classes.

And access to the company's premises is limited. Employees must check in with photo ID's.

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The Media General Classified Network

Largely Hidden from View, Sensors Are Newspaper Sentries

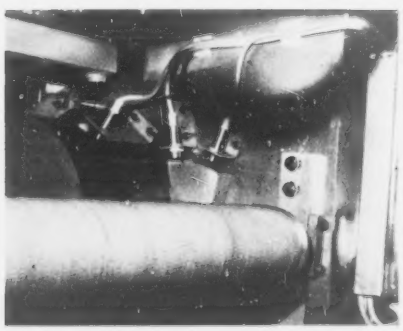
BY PAUL KRUGLINSKI
presstime technical writer

Newspapers can get pretty touchy about the efficiency of their operations. That's why vendors increasingly are installing a wide variety of sensing devices in the equipment newspapers use.

Use of sensors generally is on the increase. Annual shipments to all industries are currently worth $2.7 billion, according to International Resource Development Inc., a Norwalk, Conn., market research firm, and they are projected to rise to $4 billion by 1990.

The ubiquitous room thermostats and smoke detectors are probably the most visible examples of sensors. Less visible or audible are those that are making their way seemingly into every nook and cranny of newspapering.

"As newspapers become more complex environments," observes George I. Fischer, vice president/marketing for Seaboard Energy Systems Inc., "sensors will become more important to newspapers."



Sensors ensure perfect alignment of color deck.

Seaboard, a Virginia Beach, Va., supplier of energy and security systems to newspapers and other industries, uses an array of sensors within its products.

Some of them include a carbon monoxide detector that will shut off an air intake fan if the level of that poisonous gas becomes unacceptable; an oxygen analyzer that controls the burning efficiency of boilers; sonic detectors that automatically turn lights on and off or alert security personnel to the unauthorized presence of someone; and moisture detectors that measure water accumulation beneath the floors of computer rooms.

Sensors are in nearly every piece of prepress, pressroom and mailroom equipment.

"Sensors are necessary to find out what's going on in the plant," Fischer says. "They provide management with the data to make better decisions."

While sensors are finding more applications generally, their greatest concentration is in the production areas.

Sensors can detect the presence, absence, number or weight of anything used to produce a newspaper. They can be found in nearly every piece of prepress, pressroom and mailroom equipment.

They can be as simple as wires with wheels on the end that lay across a web and close a circuit if the web breaks, stopping the press automatically. Or they can be as sophisticated as sound or light waves used to accomplish the same thing.

For most sensors, the primary purpose is to monitor the performance, or non-performance, of a piece of equipment.

Although sensors are largely hidden from view, their importance to revenue generation and operating costs can be substantial, newspaper production specialists say. In some instances, newspapers have lost tens of thousands of dollars in advertising revenues because of excessive "misses" while inserting advertising supplements into an edition. Or press units can suffer thousands of dollars of damage if a malfunctioning sensor does not detect a web break immediately.

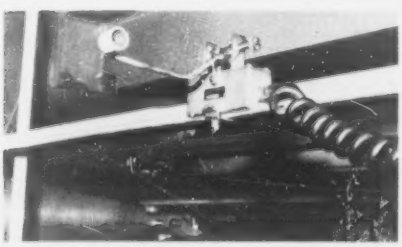
Sensors in use today range from such high-tech devices as retro-reflective photoelectric cells, proximity inductive sensors, magnetic sensors, load cells and lasers, to traditional scales, circuit breakers and limit switches. They can detect by use of light, sound, magnetism or air.

The devices have helped newspapers automate operations like the prepress department and the mailroom. Generally, they check for human or machine errors, make sure a task is performed correctly, or monitor the performance of other devices.

Sensors are not without their problems, however. While most do their jobs adequately, the ones used to count newspaper products are not fully effective, according to newspaper technical experts.

"The ones being used in the mailroom [for counting] are not that reliable," says George Cashau, ANPA director/technical research.

Consequently, counters continue to be the focus of research by ANPA and several vendors. In particular, Hall Systems Inc. and IDAB Inc. are working on counters that will meet newspapers' needs reliably.



Detector shuts off press in case of web break.

"At high speeds, most counters are not efficient," adds Nhac [Pete] Nguyen, ANPA research associate/engineering. Mechanical detectors tend to "hang up" at high speeds, he says, while optical sensors sometimes count bulges in the products as separate newspapers.

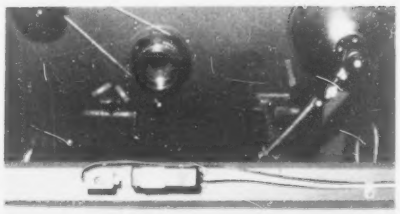
Currently, ANPA is looking into new technologies that may make future counters more reliable, Nguyen says.

Optical sensors. Most prepress and mailroom sensors use optics to carry out their jobs.

One venerable sensor is the photoelectric cell mounted on the copy boards of process cameras. The cell monitors the illumination from the camera's lights and determines whether the copy has been exposed sufficiently. In effect, the cell eliminates guesswork in setting timing and exposing film.

Chemco employs photoelectric cells with filters in one of its color separation systems to determine correct exposures.

Hall Systems uses a similar photoelectric cell, which reads laser beams, to detect the presence of newspapers in a belt-stream conveyor.



Camera light sensor helps determine exposure.

For years, the infrared, retro-reflective photoelectric cell, which both emits and detects light, has been used to monitor film as it moves through processing units. The sensor can detect the presence of photographic materials within the processor because the film breaks an infrared beam of light.

Eastman Kodak Co. recently introduced new infrared films that will be used in advanced imagesetters. Because these films are sensitive only to infrared light, the film processors with infrared detectors will have to be modified to use them [presstime, Nov. 1985, p. 50].

Hall Systems and other mailroom vendors employ retro-reflective sensors extensively in their products. They are used within bundle-distribution systems to count bundles, in bottom-wrapping machines to sense the bundle and start a timing sequence, and in weighing and tying machines to stop bundles in the proper location. They are also used in belt-stream conveying systems to detect gaps between products going through the inserting process.

In the last year, retro-reflective photoelectric cells have also come into use in platemaking. K&F Beach Manufacturing Co. now markets a plate punch, trim and bend machine that uses three electronic eyes to align the plate properly on the press.

"It can detect contrast," says Pat Kelsey, director of engineering. "The eye will look for a register mark and stop the motor when it finds it."

Taking some of the concepts used in this machine, K&F Beach developed a register verification system that uses a video camera. An operator can examine the register and punch marks at 50 times normal resolution. Also, the video camera allows the imposition of a grid onto the image so that an operator can tell what, if anything, is wrong with the plate and where in the production process an error was made.

"With this device, you can tell if the plates are right before they go to press," Kelsey adds.

Currently, The Washington Post is using the K&F Beach system within its flexography program and testing a similar system for its offset presses.

Hall Systems employs a helium-neon laser sensor, along with a "linear array" sensor, to detect the presence of newspapers in the belt stream. The laser beam measures the distance by detecting the higher position of the folded edge of newspapers in the stream.

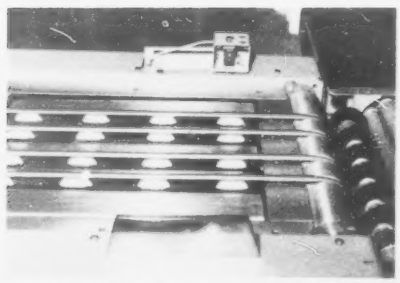
Mechanical-electrical sensors. Limit switches are the most basic form of mechanical-electrical sensors. Something will move, such as a press cylinder, until it comes into contact with a limit switch, which engages and completes a circuit. With the circuit completed, the action ceases much the same way the K&F Beach electronic eye stops its motors.

More often, the mechanical-electrical sensor will monitor levels of mechanical movement and convert that into a variable electrical current. Thus, if a screw is to turn a specific number of revolutions, the sensor monitoring it will produce a specific electrical current based on the movement.

At newspapers, sensors such as these are used primarily on presses. If a pressman makes an ink adjustment from the press console, the "ink actuator" verifies that the adjustment has indeed taken place.

Chemco incorporates an electro-acoustic sensor into some of its process cameras to determine accurately the distance between the vacuum back—the portion of the camera that holds the film parallel to the flats—and the copy board. The sensor relies on magnets, which give off a specific "sonic wave," depending on the distance separating them. The type of sonic wave detected by the sensor relates directly to the distance between the copy and the film emulsion, ensuring proper reproduction.

While most do their jobs adequately, the ones used to count are not fully effective.



System weighs and counts copies on conveyor.

Another kind of mechanical-electrical sensors—load cells—produce a variable electrical current based on something's weight. Such sensors are used in count verification equipment in the mailroom.

"What you're doing is measuring the change in resistance" caused by the bundle's weight, says William A. England, staff engineer with the St. Petersburg Times and Evening Independent.

Newspapers use devices such as the Hall Commander or the Icore Checkweigher to verify both the count and composition of newspaper products leaving the plant or the returns coming back.

Similarly, Harris Graphics Corp. has developed a compression platen on its new palletizer to monitor the presence of bundles being loaded. The approach represents a departure from the types of sensors used in other packaging.

Proximity detectors. A host of sensors—including those that control traffic signals and open store doors—fall into the category of proximity detectors. They can use light, sound or air to sense the presence of something, but most of those used by newspapers rely on magnetism.

"Proximity sensors have become the dominant component in our product lines in the last five years," says John E. Prim, newspaper products manager for Harris Graphics.

Currently, the most widely used magnetic proximity detector is the Hall effect sensor. In newspaper applications, this magnetic sensor is used mainly to count

something, monitor speed or determine location.

Chemco uses the Hall effect sensor in its direct platemaking system to count the plates being made and to determine how long it is taking.

Goss uses two of the Hall sensors in the arms of its reel stands to monitor the speeds of both the expiring roll and the roll to be spliced. The two sensors help achieve a smooth splice.

M.A.N.-Roland (USA) Inc. uses several types of "inductive" proximity sensors on its press units to check a variety of press operations, including main impression, color-deck impression, color-deck alignment and coupling to the main unit, and drive-shaft engagement.

The sensors "replace mechanical limit switches that were used previously," says David R. Harris, electrical project engineer. "There are no moving parts on them" that can fail, he adds.

Polaroid cameras with automatic focus adjustment use sonic proximity detectors to determine the distance of the camera from the subject and adjust the lens focus. According to England, the same principle could be applied to newspaper operations for monitoring webs.

All sensors work together with other components such as motors, timers and counters. Increasingly, though, sensors are providing data to microcomputers contained within the equipment to help control production. In effect, the sensors are the eyes and ears of the computers.

"That's getting to be more and more the case," says Richard Oesterlin, manager of electronic engineering for the Graphic Systems Division of Rockwell International Corp., which manufactures Goss equipment.

Moreover, combinations of sensors are working together in complex systems coming into use at newspapers.

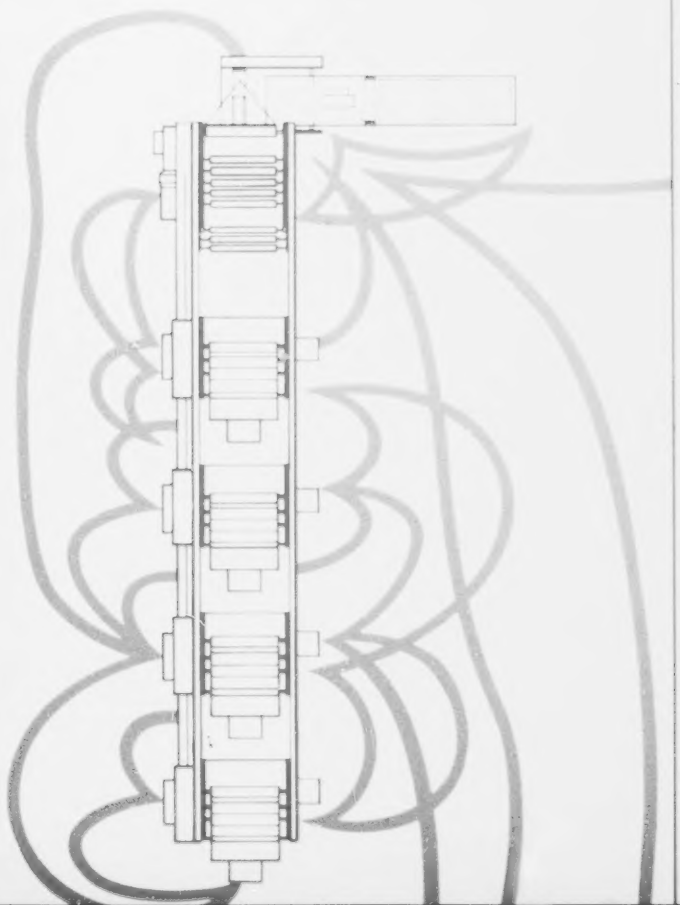
In automatic roll-loading systems, where newsprint is mounted on reel stands with no manual intervention, infrared sensors are used to detect the edge of the roll and help determine the x and y coordinates of the core. Once the edge of the newsprint roll is detected, the Goss roll-loading system also uses "position encoders" to align automatically the core of a newsprint roll to the chucks on the arms of the reel stand.

Harris Graphics' highly automated NP-1472 inserter uses retro-reflective photoelectric cells in the inserting process to spot instances of "misses," which are then recirculated for correction. Limit switches are used to detect double insertions. And proximity sensors detect the height of the preprints loaded into the 1472's hoppers.

Beyond that, sensing devices are moving to some interesting areas for future newspaper application, according to newspaper vendors.

For example, several press manufacturers are experimenting with sensing systems that will record "harmonic readings" of new press units. Later in the press's life, when malfunctions and failures begin to occur, trouble-shooting service engineers can take another harmonic reading and compare it with the original in an effort to pinpoint problem areas.

"Sensors are being used everywhere," comments John L. Bielland, engineering projects manager for Chemco Photoproducts Co., "and there are always new ones coming out." □



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SMOKING IN THE WORKPLACE

More newspapers grapple with the smoking controversy by setting new employee policies. Rising health concerns spur the trend.

BY PATRICIA P. RENFROE

The surgeon general of the United States wants a smoke-free environment by the year 2000. The American Medical Association wants cigarette advertising stopped. A Japanese study described in the New England Journal of Medicine in September 1984 found that harmful effects of passive smoking may occur in proportion to an individual's exposure to smokers. Many non-smoking employees are demanding protection from smoke in the workplace—and in some cases, are suing their employers for not providing it. Most insurance companies are offering lower life and health insurance premiums to non-smokers. Some state and local governments have passed measures that require employers to accommodate non-smokers' health concerns in the workplace.

Smoking employees, meanwhile, seek to preserve their individual rights. And some courts have ruled that allowing people to smoke is not an act of discrimination against non-smokers.

Newspapers, like other businesses, are caught in these smoking/non-smoking cross-currents. Many are taking action to deal with the controversy.

In late 1984, for example, a survey by Human Resources Policy Corp. of Los Angeles found that 42.1 percent of the responding "paper/publishers" companies (including newspapers) had a formal smoking policy, compared with an average of 36 percent for all 445 firms studied.

Decisions to establish a company smoking policy are guided by law in nine states—California, Connecticut, Maine, Minnesota, Nebraska, New Jersey, Utah, Alaska and Hawaii. A number of cities and counties also have approved smoking restrictions, the toughest of which may be San Francisco's, observers say.

Under that ordinance, in effect since March 1984 [presstime, Dec. 1983, p. 21], employers are required to write a policy that allows non-smokers to object to smoking in the workplace. Once an objection is registered, an employer must try to find a solution. Should the non-smoker find the solution unacceptable, then smoking must be banned in the employee's work area. The ordinance led to a ban on smoking in the San Francisco Chronicle newsroom.

In Los Angeles, where employers with five or more employees have been directed to take reasonable steps to accommodate non-smokers desiring to work in a smoke-free environment, the Los Angeles Times preceded institution of its policy in 1985 with smoking-cessation classes. [These classes continue to be offered.]

Renfroe is ANPA manager, personnel relations.

'Shoe' **By Jeff MacNelly**

TABLE FOR ONE, PLEASE.
POLLUTING OR NON-POLLUTING?
THIS ANTI-SMOKING THING IS GETTING OUT OF HAND...
MACNELLY
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When the ordinance took effect, the Times set aside two-thirds of the cafeteria for non-smokers and banned smoking in restrooms, lounges attached to cafeterias, elevators and medical stations. In addition, department heads were given the right to prohibit smoking in certain other work areas. Smoking is allowed in private, enclosed offices and designated places.

Herman L. Fields, the Times' human resources manager, says the policy is working well 10 months after implementation. "We have had only five minor complaints, which were easily resolved." Fields reports. Steps have been taken to accommodate everyone's interests, he adds, and in areas where space cannot be set aside for smokers, smoking breaks are allowed so long as the practice is not abused.

Wayne O. Buck, medical director of the Times, believes the policy will improve employees' health, as well as reduce health-care and absenteeism costs for the newspaper.

Buck plans to institute spirometer testing on the lungs of those smokers who take the smoking-cessation classes to demonstrate the program's effectiveness.

There appears to be little difference between policies for newspapers that are responding to government regulations, like the Times and the Chronicle, and those that have voluntarily taken steps to curtail smoking.

An example of the latter is The Herald of Everett, Wash., which adopted a smoking-control policy last April.

Following six months of study by a task force of 11 members—smokers and non-smokers—The Herald placed a ban on smoking in all office work areas, restrooms, conference rooms, hallways and portions of the lunchroom. In the production department, there are designated smoking and non-smoking zones, according to Kimberly Heltne-Newland, Herald personnel assistant.

The newspaper sponsored American Lung Association classes to aid in the stop-smoking process before and after the policy took effect. Newland says the overall program is viewed as successful and fair even by hard-core smokers.

"The values of our employees had shifted almost entirely toward having a non-smoking policy."

James G. Banman

On the East Coast, The Press Herald of Portland, Maine, adopted a smoking policy in September 1984—seven months before Maine's law was passed. The Press Herald banned smoking except in designated areas of the building.

Another New England daily, the Newport (R.I.) Daily News, banned all smoking and began providing payment to employees and their family members to attend cessation classes.

In Canada, newspapers are also altering the workplace environment to reflect non-smokers' health concerns. In Toronto, The Globe and Mail does not allow smoking in open work areas. The Brockville (Ontario) Recorder and Times has not only banned smoking but also begun to refuse advertising for tobacco products.

Other approaches. Some papers have taken more limited approaches to addressing the issue.

For example, the Gazette-Journal in Reno, Nev., not only paid half the $200 fee for employees to attend such classes, but also paid the balance for those employees who stopped smoking for six months. The Roanoke (Va.) Times & World-News simply refunded half the cost of smoking cessation classes.

The Pueblo (Colo.) Chieftain offered a reward to encourage employees to kick the habit—a turkey to each smoker who quit "cold turkey" for two days. Ten employees qualified.

At the Salina (Kan.) Journal, employees who smoked were offered a $500 bonus to stop for three months. This step was coupled with a decision by Publisher Fred Vandegrift to declare the Journal building off-limits for smoking.

Some newspapers are using special equipment, such as electronic air cleaners and smoke-eating ashtrays, in efforts to provide a cleaner air for employees [presstime, July 1982, p. 59]. However, no rave notices have been given to such equipment as an adequate solution.

At The Denver Post, about $100,000 was "poured into the various methods of air handling and purification, and the results were minimal at best," according to a report appearing in the September-October 1985 issue of the employee publication, Poster. Personnel Manager James G. Banman says a policy is in the developmental stages now and should be in place this spring.

If the methods used to curb tobacco smoke result in improved employee health, there is a financial gain for individuals and the organization.

In a 1984 survey of 254 large life insurance companies, 86 percent said they offered reduced policy premiums for non-smokers, according to the American Council of Life Insurance.

Also, out of 58 companies selling individual health care policies, 22 said they offered discounts to non-smokers.

Although experts say it is more difficult to adjust group rates in this fashion—because group policies typically cover employees' family members, for example—improved health of employees will be reflected in fewer claims and ultimately in decreased premiums.

Smoking at work may not be a problem at every newspaper today, but increasing employee concerns regarding health and fitness are likely to make it one in the future. As Denver's Banman says, "We were surprised to learn that the values of our employees had shifted almost entirely toward having a non-smoking policy."

However, unions may not always be supportive of outright bans, as demonstrated by discussion at last year's convention of The Newspaper Guild. Delegates, accepting the recommendations of its Health and Safety Committee, reaffirmed a preference for actions other than smoking bans to deal with the problem.

Newspapers without a smoking policy might want to consider these steps taken at various dailies in the United States and Canada:

- Determine what government regulations are in effect or might be adopted in the near future.
- Establish a policy-development committee, comprised of smokers, non-smokers and ex-smokers.
- Seek union consultation where necessary.
- Take time to implement the policy properly; explain how the policy works and why it was developed.
- Offer smoking-cessation classes prior to the policy's implementation and on a continuing basis.
- Make the smoking policy part of a general wellness program. □

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THE BETTMANN ARCHIVES

"I know no way of judging the future but by the past."

Patrick Henry, 1775

History is a splendid teacher. Patrick Henry recognized that more than 200 years ago when he urged the founders of the new American government to learn from the mistakes of established nations and avoid repeating them.

Today, Congress must remember the lessons of the past. It should re-examine the mistake-ridden history of rail regulation and resist current pressures to reregulate America's freight railroads.

Before 1980, the continued existence of our national rail system was threatened. Debilitating regulatory measures, some dating back to the 1880's, prevented the railroads from functioning like other American businesses. The railroads' profits and share of freight traffic declined steadily because restrictive regulation thwarted efforts to compete in terms of prices and services.

In the 1970's more than 20 percent of our rail system was operating in bankruptcy; 43,000 miles of track were under speed restrictions; and the industry's return on investment sunk to a low of 1.2 percent.

Recognizing that America needs healthy railroads, Congress acted. In 1980, the Staggers Rail Act lifted some of the more crippling regulations.

The remedy proved effective. With new freedom to market services and make contracts, railroad business increased. New investments produced tremendous improvements in service, and market competition controlled prices much more effectively than regulation had.

The overwhelming majority of rail customers are pleased with regulatory reform and its results. However, a few are pressuring Congress to reregulate the railroads. History shows that this could jeopardize the future of the railroads and their customers. Don't let them do it. America needs a strong, healthy rail system.

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EASY TO HANDLE!

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Tabloids

BY MARGARET GENOVESE
presstime staff writer

In the sea of six-column wide, standardization that has swept over the newspaper business, tabloid dailies stand out as islands of individuality.

A 20th century phenomenon, tabloids have been in the minority among daily newspapers throughout their history. In the United States and Canada today, they number less than four dozen out of about 1,800 daily newspapers. But they count among their numbers several of the largest dailies, and in the weekly and free newspaper market, they are plentiful.

Although they are generally of one size, tabloids are not of one mind—or era. They range from the splashy New York Post to the staid Christian Science Monitor, and from the 67-year-old Daily News of New York City to the four-year-old West Hawaii Today of Kailua-Kona.

Most industry experts agree there is little chance that the numbers of these half-size papers, whose pages measure about 11 inches by 14 inches, will grow dramatically among daily newspapers.

For one thing, they say, newspapers are loath to do anything to disrupt so radically their subscribers' reading habits.

The tabloid format also has inherent drawbacks. It cannot be divided into sections, and there is less advertising revenue potential per page and more wasted white space.

But daily newspapers continue to adopt the format in small numbers—a dozen within the past five years—because for almost every disadvantage to the format, there is an advantage. "It's a mixed blessing," says Vernon F. Mallinen, director of marketing services for the Rocky Mountain News of Denver.

Among the pluses cited by Mallinen and others are:

- Convenience for readers—an easy-to-handle package that works especially well when reading while on a bus, train or plane, or at a lunch counter.
- Page dominance with a smaller ad for advertisers.
- The ability to project a different—some say youthful—image, because a tabloid is so obviously different from the traditional standard, or "broadsheet," newspaper.

In other words, there may be competitive reasons to put out a tab.

"Having seen the third broadsheet paper in the city going downhill, we felt you had to offer a distinct and obvious alternative to what ... was being offered," says J. Douglas Creighton, who with other employees of the dying Toronto Telegram back in 1971 started the now flourishing tabloid Toronto Sun.

There is "no question" that the decision to publish a tabloid is the "main reason" for the success of that newspaper, adds Creighton, president of Toronto Sun Publishing Corp.

Since then, his company started a tabloid daily in Edmonton, Alberta, and purchased and redesigned a daily tabloid in Calgary, Alberta, both competing with established broadsheet newspapers. In fact, in Canada generally the number of daily tabloids and their percentage of overall circulation is proportionately much greater than in the United States.

In smaller markets, some newspapers have adopted the tabloid format because it gives the appearance of a hefty news and advertising package.

"In order for us to try to fill a broadsheet newspaper, we would be one single sheet, four-page broadsheet," says Thomas J. Lanctot, publisher of the 3,300-circulation Sunnyside (Wash.) Daily News. "This way we are an eight-page tab."

In addition, says William E. Harper, publisher of the Times-

Paul M. Wolfe, publisher of the Tempe (Ariz.) Daily News, displays former tabloid format and current broadsheet size.

BIG APPLE GIVES BIRTH TO SMALL PAPER

It tabloids are seen as unconventional today, consider how they were viewed in 1919 when the Chicago Tribune Co. announced what Editor & Publisher magazine called at the time "a new venture in American newspaperdom" — the Illustrated Daily News of New York City.

Similar in style and makeup to two highly successful London newspapers, the Daily Graphic and the Daily Mirror, the Illustrated Daily News promised to present the news of the world in pictures and short news stories. Its first edition, June 26, 1919, featured a beauty contest and a serial detective story. Within two years it had a circulation of 400,000, eclipsing other New York dailies of the era.

In the early 1930s another kind of tabloid appeared. Although about the same size as the picture tabloids, it more closely resembled a traditional broadsheet newspaper in terms of editorial content. Proponents of this new type of tabloid, to distinguish it from the other variety, came up with the name "compact."

The compact format was adopted during and after the Depression, primarily to achieve more pages with less advertising, according to Edmund C. Arnold, veteran newspaper designer and professor emeritus at Virginia Commonwealth University. "People thought, and I think correctly, that eight tabloid pages was a more attractive package than two broadsheets."

By 1934, when the *Editor & Publisher Yearbook* started tallying tabloids, 23 general circulation dailies were identified as being "issued in tabloid or small format."

Over the years, their numbers have fluctuated but have never been high. Looking at the *Yearbook* figures in five-year increments, the high point was in 1950 when 34 were listed.

"After World War II, we had a bunch of relatively young guys coming back from the Army and wanting to start papers and finding it easier for volume and for production to get into a tabloid size," recalls Arnold.

More recently, the trend toward "tab" has been up, but just a tad.

Between 1980 and 1985, nine U.S. daily newspapers adopted tabloid format. Eight were former broadsheet dailies; the other was a tabloid that converted from weekly to daily frequency.

During the same five-year period, six tabloids either switched to broadsheet, converted to weekly publication or went out of business.

Last year, two tabloids that had adopted the format during the previous five-year period reverted to broadsheet. So the net increase is one since 1980.

Today, U.S. daily tabloids number 52, or less than 2 percent of the approximately 1,700 U.S. daily newspapers.

However, they account for a disproportionate share of total daily circulation — almost 8 percent of the 63-million total, because they include some of the nation's biggest newspapers.

Of the 25 largest U.S. dailies, six are tabloids: the Daily News of New York (the former Illustrated Daily News), second; the New York Post, sixth; the Chicago Sun-Times, 11th; Newsday of Long Island, N.Y., 12th; The Boston Herald, 21st; and the Rocky Mountain News, 22nd.

One thing that may influence the tabloid picture in the United States in the near future is that two of the largest — the Post and the Sun-Times — will have to be sold within the next two years by K. Rupert Murdoch to conform to federal newspaper/broadcast cross-ownership regulations.

Tabloids are more of a factor numerically in Canada than in the United States. The 145 Canadian daily tabs account for almost 14 percent of the 1,110 dailies in the country. Their total circulation, 1,152,219, is nearly 20 percent of the total.

Since 1980, three new tab dailies have arrived on the Canadian scene, one having converted from broadsheet size and two being new dailies altogether.

Moreover, tabloid format is vastly more prevalent among non-daily newspapers in both countries.

An official of the Canadian Community Newspaper Association estimates that at least 60 percent of the 640 paid- and free-circulation weekly newspapers belonging to that organization are tabloids.

In the United States, among the 7,300 mostly paid-circulation weeklies served by American Newspaper Representatives, 2,007 are tabloids. ANR is the advertising "representation" of the National Newspaper Association, which serves weeklies and some small dailies.

The format also is extremely common among free-circulation publications. Teri K. Stroud, membership director of the trade group representing free-circulation papers — the National Association of Advertising Publishers — estimates that almost 80 percent of its 900 member publications are tabloid size.

One factor in some free papers' decision to publish as a tabloid may be the U.S. Postal Service's "requester" rule that requires a free publication to have at least 24 pages to qualify for advantageous second-class postage rates and service.

STALKING CUSTOMERS
TABS SAY PROS
OUTNUMBER CONS

Ask tabloid editors and publishers the most important advantage of the format and they will respond in unison: "Convenience."

For big-city tabloid readers, the advantage of a half-size paper is so obvious it is a cliche. It is not as difficult to wrestle with on a bus or subway.

But the convenience of the tabloid extends beyond users of mass transit.

In Salida, Colo., readers like the tabloid format of The Mountain Mail (morning, 2,617) "because it fits better on the breakfast table," says Merle J. Baranczyk, editor and publisher.

"It's a good office newspaper," says Stuart B. Rose, editor of the Delaware County (Pa.) Daily Times (morning, 72,160). "You don't have to spread the damn thing all over your desk to read it."

Elizabeth S. Ellis, publisher of the Journal Inquirer (evening, 42,987) in Manchester, Conn., says her staff jokes that unlike the broadsheets with which it competes, the Journal Inquirer is the "only one you can read in the bathtub and not get the edges wet."

Along with the benefits — real and whimsical — are some drawbacks. One is the tendency to associate the tabloid format with a sensational style of journalism. In its early days, the Journal Inquirer was "often referred to as the *Enquirer*," says Ellis, a reference to the supermarket tabloid.

However, newspaper graphics designer Daryl R. Moen believes the format's "sensationalist" identity has gradually dissipated over the past several years. "I think that is gone now, probably more importantly, gone among publishers," says Moen, professor of journalism at the University of Missouri.

Historically, "the two words 'sensationalist' and 'tabloid' became synonymous because early tabloids had to concentrate on big black headlines — they were fighting each other on newsstands," notes Sam Rumsky, director of community affairs for Newsday.

His paper, which is primarily home-delivered, has been able to adopt a quieter tone, Rumsky says. "You don't have to blare headlines because you have a captive audience in the home."

Designer Daryl R. Moen believes the format's "sensationalist" identity has gradually dissipated over the past several years.

One factor in The Christian Science Monitor's decision to go tabloid in 1979 was the recognition that "a number of rather distinguished publications were in that format," says Earl W. Foell, editor in chief. He cites Newsday, the Manchester Guardian Weekly and the New York Review of Books.

A decade later, marketing research director James S. McLeod-Warnick says the format is not an issue for Monitor readers. "For the folks who know what the Monitor is and appreciate it, I suppose it it came on the back of a cereal box they would still love it," he says.

Community Harold DeKeyser, who was executive editor of the Tempe (Ariz.) News when it went from broadsheet to tabloid and back to broadsheet in the space of 22 months between 1983 and 1985, "Tabloid is not a state of mind, just a format."

DeKeyser and other tabloid editors and publishers agree that the biggest disadvantages to the tabloid format have more to do with production than perception.

A tabloid newspaper and a broadsheet newspaper can be printed on the same press. Essentially, the only difference is the way the printing plates are positioned on the plate cylinder. For a broadsheet, the image on the plates is positioned vertically; for a tabloid, sideways.

Unlike broadsheets, however, tabloids cannot be divided into different sections during the printing process. Some smaller tabloid newspapers with limited press page capacity create a second section using a second press run. Both "sections" are then quarter-folded together.

But editors and publishers at big tabloids cite the inability to section as one of the main advantages of the format. Especially on Sundays, says Joe Robinowitz, editor of The Boston Herald, people are used to pulling a paper apart.

To help readers share the paper, Robinowitz says, the Herald prints business and sports news on the middle pages of the Sunday edition. This makes it possible for readers to pull out those pages as a stand-alone section.

"Newshole," which once used a dictionary-like thumb index to help readers find a second section in the thick paper, now follows a system similar to the Herald's for as many as three pullout sections a day. To differentiate sections, Newsday occasionally runs one upside down.

Not all tabloids consider the sectioning difficulty an

Drawing by Gladys Agoncillo; copyright 1985 The New Yorker Magazine, Inc.

encumbrance. "We used to think that was a disadvantage," says William W. Fletcher, publisher of the Rocky Mountain News. He changed his mind several years ago when the publisher of the rival broadsheet, The Denver Post, began emphasizing the fact that with its separate sections, readers could simply turn to the part of the paper they wanted. "What was implicit in his comment was that you threw the rest away," says Fletcher. "Advertisers sensed that."

Readers "leaf through every page of a tabloid for ads." That, to an advertiser, is advantageous.

Another disadvantage/advantage of the tabloid format relates to the relationship of the page size to advertising. Some publishers note that a broadsheet page has the potential of bringing in more advertising revenue simply because it contains about twice the space of a tabloid page.

Living in a broadsheet-dominated newspaper world, many tabloids accept full-page broadsheet ads and run them sideways. Others accommodate advertisers, like grocery stores, that want broadsheet-size ads by printing parts of the paper in the bigger format certain days of the week. The Wednesday food and Saturday fashion sections of the Rocky Mountain News, for example, are broadsheets.

At one newspaper, though, the practice of printing broadsheet sections within the tabloid newspaper got to be too much of a hassle. The Tempe News often would run several broadsheet sections in order to sell ads in combination with others of Enterprises-owned dailies in nearby Chandler and Mesa, Ariz. The upshot was a "really cockeyed looking paper," according to Managing Editor Lowell R. Griffiths. Having adopted the tab format in May 1983, it reverted to broadsheet last March.

But where tabloid's detractors see a cloud, its proponents see a silver lining. E. Mack Burns, publisher of the La Junta (Colo.) Tribune-Democrat, observes that the smaller tabloid page means smaller advertisers in a community such as his can dominate a page with a smaller ad.

Two of the small-circulation newspapers that turned tabloid since 1980 say they did it because of the format's popularity among local advertisers.

The Daily Standard (evening, 3,100) at Excelsior Springs, Mo., became a tabloid in 1983 because its crowned shopper, a tabloid, was "dominating the market," according to Patrick J. Morgan.

Similarly, the Times-Republic of Watseka, Ill., became a tabloid in 1980 after buying a competing shopper. "Our advertisers ... just said 'We like the tabloid format better,'" according to Publisher Harper.

From a broader perspective, many advertising agencies say a newspaper's size is a not a factor in their decisions on media buying. "We look at the inherent values of the paper," says Harry B. Glass, vice president, media manager for Bozell, Jacobs, Kenyon & Eckhardt Inc. "We don't distinguish between tabloid and regular-size newspapers. We look for circulation, audience numbers, audience quality and all the usual criteria."

A somewhat different view is expressed by A.R. (Bud) Shields, newspaper buying supervisor for the Campbell-Ewald agency. "If I had my druthers," he says, "I would rather have just one size" for all newspapers. Shields' complaint is that making up special ads for the relatively few tabloid newspapers creates a costly "production problem."

The U.S. newspaper industry's expanded Standard Advertising Unit system, which recommended a common page width for broadsheet newspapers in order to eliminate the production problems faced by multi-market advertisers, did not recommend a common size for tabloids.

The reason is that because tabloids go through a printing press sideways, their width is determined by the press's trim dimension or "cutoff," which cannot be adjusted. In order to conform to the SAU system, therefore, some tabloids would have to make up their pages in one size, then photographically reduce them for printing.

As the expanded SAU system took effect in 1984, two tabloids — the Sun Bulletin of Binghamton, N.Y., and the Northern Wyoming Daily News of Worland — switched to broadsheet format because they did not want to go through the reduction process.

Among the other tabloids, the SAU-conformance record is mixed.

Some small-circulation tabs did not comply, figuring that their volume of nationally or regionally placed ads did not justify the expense of making the necessary changes.

Those conforming are taking different approaches. The Rocky Mountain News, for example, shrinks its pages 2 percent. On the other hand, the Philadelphia Daily News does not shrink its page but has reduced the center "gutter," or white space, between facing pages. This accommodation to the SAU system means that with larger editions, the fold on some pages toward the outside of the paper may be on the printed matter.

Another disadvantage of the tabloid format relates to that center gutter. Theoretically, tabloids get twice as many pages from the same amount of newsprint. But the more pages printed, the more gutters between those pages. Thus, tabloids overall have less space available for printed material. With newsprint selling at $535 a ton, such wasted space is no mean consideration.

Living in a broadsheet-dominated newspaper world, many tabloids accept full-page broadsheet ads and run them sideways.

Reader leans over for a sideways look at The Morning Call's Saturday tabloid in Allentown, Pa.

TABS TARGET READERS

Established broadsheets also may change format to sharpen the distinction between themselves and a competitor.

When all the pros and cons of the tabloid format are weighed, sometimes a decision whether to go tabloid comes down to a newspaper's market and target audience.

For example, The Daily News, started in Halifax, Nova Scotia, in 1980, chose the tabloid format mainly to differentiate itself from the morning-evening broadsheet combination already in the market. "We wanted to obviously be distinctively different from that competition," says Publisher Lyndon Watkins. "They are broadsheet, so we stand out in the marketplace as a different product."

In fact, 20 of the 47 tabloid newspapers in the United States and Canada are published in markets with more than one daily newspaper. Only two are published in combination with a co-owned broadsheet — the Philadelphia Daily News (sister of The Philadelphia Inquirer) and The Province of Vancouver, British Columbia (sister of The Sun).

Established broadsheets also may change format to sharpen the distinction between themselves and a competitor. For example, the Colorado Springs Sun, established in the late 1980s by striking employees of the Colorado Springs Gazette Telegraph, became a tabloid in 1983. "The more we grew," explains Sun Publisher Edmund O. Martin, "the more we looked like our competition."

The distinction gained through the format change apparently wasn't enough, however. In late January, Oklahoma Publishing Co. agreed to sell the Sun to the owner of the Gazette Telegraph, Freedom Newspapers Inc., which plans to close the tabloid.

Currently, the Los Angeles Herald Examiner is trying to gauge what kind of competitive advantage it might gain by going tabloid. The Hearst Corp.-owned daily competes against the dominant Los Angeles Times as well as the Daily News of Los Angeles.

Mike Carey, Times-Herald Record

After readers protested, Middletown, N.Y., newspaper returned to tabloid size.

The tabloid option was studied several years ago but not taken, says General Manager John J. McCabe. "We are taking another look at it," he says. A decision on the newspaper's format and marketing strategy is expected as early as this month. Such a move would not be a precedent for Hearst, which in 1981 turned what was then called the Boston Herald American into a tabloid to try to boost circulation.

Targeting a specific audience is another possibility with the unusual tabloid format. At The Winnipeg Sun, which dawned in 1980 after the demise of one of the two broadsheet newspapers there, the target is youth.

"The older readership traditionally reads the broadsheet, and it is really a tough market to break into," says Editor Jim Ketcheson. Thus, the tabloid is going after a "fairly youthful" readership. "If there are new readers to be had, we want at least a 50-50 chance of getting them," he says.

The smaller format probably better suits a busy, younger person, as opposed to "somebody who is happy to pick the paper off his doorstep and sit and read it in his easy chair," Ketcheson says. The paper also takes a "fairly racy approach to the news," he notes.

For example, on a recent day, the front-page headline in the Sun was "Abducted! Carl Likely Tortured." The competition led its front page with a story about President Reagan's ordering U.S. interests out of Libya; it did not even carry a story on the abduction.

Also motivated by a goal of reaching a clearly defined slice of the market, The Province of Vancouver switched to tabloid format in 1983.

It had become clear that the Vancouver metropolitan area could not support two mass-appeal newspapers, says Gerald P. Haslam, publisher of The Province and the co-owned Sun. Therefore, one had to become a "target newspaper."

The Province decided to aim for people 18 to 34, women who work outside the home, singles and renters. The tabloid format was one part of the effort to attract these demographic groups.

"I think that we are really talking about a newspaper that is in the fast food business and not the smorgasboard business," says Haslam. "The tabloid lends itself to that kind of quick input of information, shorter stories, more pictures, more color — a more exciting feel, if you like — which tends to appeal to the kind of people we are after in terms of their lifestyles and their value systems."

Today, The Province is the fastest growing newspaper in Canada, boasts Haslam. (See profile, p. 34.) Its circulation has grown 20 percent — from about 135,000 just before the conversion to 167,638 as of last Sept. 30.

Similarly, when Call-Chronicle Newspapers of Allentown, Pa., were looking for a new youthful image to set the Saturday edition apart, the company chose a tabloid.

Since converting 10 years ago, advertising linage is "bursting at the seams," and the Saturday newspaper consistently sells an average of 2,000 more copies than the daily broadsheet edition, says Kathryn E. McAuley, director of marketing services. Becoming tabloid helped

transform "what really was a throwaway day to a special day," she says.

One problem with publishing a once-a-week tab is that it fits sideways in the display areas of conventional vending boxes. "It's a bummer" in this regard, says McAuley.

TABS' FUTURE MAY BE FOUND IN SECTIONS

While the tab format may be effective in creating a separate identity or targeting a certain market, there is no evidence that any massive swing of newspapers from broadsheet to tabloid format is about to occur. But that doesn't mean readers won't be seeing more and more of the tab format. They will, and it will most likely be in the form of a section of a broadsheet paper. In fact, tabs may be giving new meaning to the tired newspaper term "sectional revolution."

The Milwaukee Journal will publish its first tabloid section March 4. Xtra is aimed at "baby boomers"—people between the ages of 18 and 35. "It is the most demographically conceived instrument we have ever done here," says George J. Lockwood, managing editor for features. "Everything in it is designed to appeal to this age group."

Lockwood points out that "the Journal is a traditional paper published in a conservative community, and it has a certain look and appeal. If you are going to put out a product and sell it as new and different, it had better be new and different.

"Simply the size change between the tabloid and the broadsheet creates an impact in the reader's mind," says Robert A. Barkin, former assistant managing editor and art director of The Washington Post, which produces five tabloid sections on a weekly basis. "It immediately sends a signal to the reader that something different is going on."

Barkin, now a design consultant, believes the tabloid-within-a-broadsheet will continue to gain popularity because it allows the "personality of the publication to come through.

"While it has a family resemblance, and it looks like it is part of a greater thing, it still maintains its own individuality, and that's a very desirable goal."

Many people in the newspaper business predict that broadsheets increasingly will use the tabloid format for special sections. But what is the future of the tabloid format for the entire daily newspaper package?

"I would not expect very much change one way or the other in the number of tabloids relative to the number of broadsheet papers published in the United States," says Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau. "I think the future of tabloids, from the standpoint of circulation volume, is very much tied up with the future of metropolitan dailies, because the bulk of tab circulation is represented by a relatively small number of very large tabloid newspapers," he adds.

The Toronto Sun attributes its success mainly to its format.

Newspaper design consultant Arnold also does not expect a sea change in the number of tabloid dailies in the near future, even though "sheer logic" argues in favor of tabloid format because it yields twice as many pages from a ton of newsprint.

Any dramatic shift to tabloid "is pretty far in the future," Arnold says. That prediction would change only if "one big operation" were to suddenly go tabloid. Newspapers are given to "copycatting," he notes.

They are also inclined to stick with the tried-and-true, which in most instances means broadsheet size—but can also mean tabloid.

In 1960, just before The Middletown (N.Y.) Daily Record was sold to Ottaway Newspapers Inc., it was changed from tabloid to broadsheet. Recalls James H. Ottaway Sr., "People kept writing these letters saying 'We want tabloid size' back.'" After a month and a half, Ottaway returned the newspaper, now The Times Herald-Record, to tabloid.

Today, says Ottaway, who has retired as chairman of the board of the group of 22 dailies, "We'd never change it, and we don't have the nerve to change any of our other newspapers."

James H. Ottaway Jr., president and chairman of the board, concurs. The group will not change formats, he says, both for fear of disturbing reader habit and, in the case of the Ottaway broadsheets, for fear that some of the full-page advertisers might buy less space in a tab.

At the same time, he adds, the group's new shopper publications and special sections are in tabloid form "to make them different from the regular newspaper and to make them easier for readers to save and use for a longer period of

Milwaukee Journal tabloid is "the most demographically conceived instrument we have ever done here."

George J. Lockwood

time. You might say we are schizophrenic on the subject."

Consequently, in the opinion of most industry observers, the greatest opportunity for the format lies in the 22 competitive U.S. markets where only broadsheets are now being published.

Even NAB's Bogart, while not forecasting any large movement to tabloids, acknowledges that second newspapers in competitive markets may elect to switch to tab format to target a different audience.

Newspaper designer Mario Garcia agrees. "There is a chance in many of the two newspaper cities in the country, one of the newspapers will be a tabloid," he says. "I can see by the end of the century where you will probably have closer to 45 or 50 tabloids in the United States" compared with the 32 today.

Garcia, associate director of The Poynter Institute for Media Studies in St. Petersburg, recently designed a new daily newspaper in Brazil, Diario Catarinense, a tabloid that will compete with two established broadsheets. But in the United States, Garcia believes, "we have not explored tabloids as a feasible means of presenting information."

The general outlook is the same in Canada. John E. Foy, general manager of the Canadian Daily Newspaper Publishers Association, does not see any broadsheet newspapers in the country changing to tabloid.

Probably the most bullish opinion on the subject in either country comes from Charles A. Mouser, publisher of The Mouser Report, an advertising newsletter for newspapers. While some newspapers are using the format to try to appeal to younger readers, Mouser believes it will become more prevalent because the population, as a whole, is getting *older*. "To read a broadsheet paper, I've got to hunt the back of my neck, with bifocals on, to read the headline," he says. Mouser predicts that by 1995, 75 percent of all newspapers in the United States will be tabloids. □

Golly Ned! The Snappy Head Gets Read, They Said

If it's true that first impressions count most, then the front-page headline on a big-city tabloid may be the ultimate first impression in newspapering. And the chief practitioner of this art form in the opinion of many is the Daily News of New York.

The way James P. Willse sees it, writing a front-page headline for the Daily News is "a little like playing for the Yankees. It's just something that a lot of people have always wanted to do."

A native New Yorker, Willse got his turn at bat in October 1984 when he became the newspaper's managing editor. He shares responsibility for the contents of page one with Joe J. Kovach, deputy managing editor, a 21-year veteran of the Daily News.

For more than half a century, the tabloid's page-one headline has succinctly summed up the top news of the world, the nation and Gotham.

"It's probably the first thing that people mention when they talk about the Daily News," says Willse. "We have a reputation for lively, interesting page one heads." Willse rejects the notion that the heads are hyped to outsell the competition. "We put good headlines on good stories. We don't put good headlines on cheap stories. I think that is the difference."

One of three tabloids circulated in New York City, the Daily News competes on newsstands with the New York Post and, more recently, with Newsday of Long Island, as well as with The New York Times, a broadsheet. Sometimes, the Daily News will have a lead story that the competition doesn't have. But other times, it has to tell the same story in a different way. "In both cases," Willse says, "the headline has to do a lot of work in a fairly short space."

He and Kovach "like to stay flexible" in the format of the headline, Willse says. Some stories can be told in one word; others need three lines. "Our standard headline, if we have one, is two lines of 160-point type" in capital letters, he says.

"It still says 'New York's picture newspaper' on our masthead, so we pay a lot of attention to our page-one art," Willse adds. Generally, the front page of the Daily News has room for "one good picture and one good headline," he says, "the rest of it is kind of gravy."

Although on any given day either Willse or Kovach has primary responsibility for writing the lead headline, the two men often bounce ideas off each other and off other members of the staff. "One person writes it, but you try to get as much input into it as you can," says Kovach.

For example, Kovach remembers the day in late October 1975, when then-Managing Editor William J. Brink was having a hard time with a headline. "He kept writing different versions of it," says Kovach. "I kept saying that's not good enough for that kind of a story."

After grumbling about how hard Kovach was to please, Brink tried again and came up with "FORD TO CITY: DROP DEAD." Kovach says he told Brink: "*That* is a Daily News head."

That headline, undeniably one of the most memorable Daily News headlines in recent history, created a furor, Kovach notes. A lot of people complained that President Gerald R. Ford had never said those actual words in his speech vowing to veto legislation to provide federal aid to New York City, which at that time was near bankruptcy. The headline is credited with contributing to Ford's defeat in the 1976 presidential election.

On some days, say Kovach and Willse, the heads seem to write themselves.

For ease of writing, Willse picks the headline he wrote last summer about the release of the victims of the TWA airliner hijacking. It was one word: "FREE." Says Willse: "We ran that as big as we could get it."

So far, Willse's favorite headline has been "WE BAGGED THE BUMS," about the capture last October of the hijackers of the Achille Lauro ocean liner. "It's a pretty good example of a Daily News treatment of a story that everyone had," he says.

If there is no big national or international news to trumpet, the Daily News likes to keep its top local story on the front page. "We give priority to good local stories," says Kovach. That happened to be the case on the day when presstime spoke to the Willse-Kovach team. The head that Kovach was working on—and that ultimately ran—was "GOETZ GETS OFF," about the dismissal of charges against New York City subway vigilante Bernhard H. Goetz.

The Daily News pays attention to its inside headlines, too, which are written by its copy desk staff. A longstanding tradition calls for small monetary awards to be given to the writers of the best heads. Says Willse: "It's a headline writer's heaven here at the Daily News." —*Margaret Genovese*

COMICS

Most newspapers continue to weigh changes proposed by 21st Century project

BY MARCIA RUTH
presstime staff writer

One year was apparently not enough to revolutionize the funny pages, but there is still interest in the 21st Century Comics project.

Despite the fact that no papers have made the kind of wholesale changes suggested in February 1985 at the conclusion of the two-year-long project, the ad hoc group's leader, C.W. [Bill] Baker, vice president/news for Knight-Ridder Newspapers Inc., says, "I think the process is just about where I expected it to be."

"In the beginning, we all felt we were dealing with [an ocean liner] that would turn very slowly," he says. "It was composed of so many pieces that had their own interests, and it would be very difficult to get them to turn on a dime."

The 21st Century Comics project was composed of people from newspapers, syndicates, ad agencies and printing companies who studied ways to make comics more attractive to readers, particularly a younger generation hooked on the visual excitement of television. In February 1985, the group released a package with prototypes of graphically bold comics pages and a summary of the $300,000 project's research findings [presstime, March 1985, p. 48].

Since then, The Boston Herald has made the most dramatic design changes of any newspaper's comics section. However, executives there do not trace the innovations directly to the project but to winning points in a highly competitive local market.

"The truth of the matter is, I remember reading about [the project], but nobody registered on it," says Herald Editor Joe R. Robinowitz. The impetus for the change was the Herald's wresting 10 comics away from The Boston Globe. [See essay, p. 35.] Says Robinowitz: "I thought, 'Well, this is the time.'"

Since Sunday, Jan. 5, the Herald's major shift has been to replace the familiar rows of strips on the first comics page with a bold graphic of a single character, such as Dagwood Bumstead, surrounded by strips of various sizes. The section is used to wrap the entire Sunday Herald.

"For the present, the important thing was making it [the section] eye-catching at the point of purchase so people can see this is something new and different," Robinowitz says. Further design changes are possible, he says.

One of the 21st Century Comics prototypes intermingled short articles and comics on the same pages. And that notion has taken root in Oklahoma, where the Tulsa World since March 1985 has carried in its Sunday comics section what is essentially a translation of a news article into third-grade English.

Executive Editor Bob Haring says the feature, which is called The Big Story and is published in large type, is a "deliberate effort to present *news* in a form and place where kids will read it."

The column, written by an elementary school teacher from the Tulsa area, has been so successful that Haring is eager to "provide such a service on a syndicated basis, using national material," if there is interest.

Like Robinowitz at the Herald, Tulsa's Haring does not attribute the new idea directly to 21st Century. "It's something I've wanted to do for 15 years," he says.

But more sweeping innovations are under discussion at The Philadelphia Inquirer, which may become one of the first to consciously remake its comics section along lines proposed by 21st Century Comics.

"What's going on is a pause," says Ronald Patel, assistant managing editor/Sunday for the Inquirer, owing in part to interruptions caused by a strike that shut down the Philadelphia dailies from Sept. 7 to Oct. 23 last year.

This month, there will be a meeting—originally scheduled for last October—at which Patel says editors of the Knight-Ridder paper "will be sitting down with in-house artists and printers" to work toward adopting "a more engaging [comics] section." The Inquirer "will probably implement [the changes] as soon as possible after that meeting," he says.

Some observers close to the Sunday-comics scene are skeptical that major innovations will come quickly or easily.

Calling the impact of the 21st Century project "slight," Lee Salem, vice president and editorial director of Universal Press Syndicate, says, "My guess is it will take a while for syndicates and newspapers to tool up to respond to what they did."

"First people are crawling before they run," says Thomas J. Craddock, comics sales director of Metro Comics, which organized much of the publicity attendant to the project.

But Knight-Ridder's Baker remains undaunted by the seemingly slow response. "This industry is not unlike most industries in the human race. There are trends, and people follow leaders—and when someone has some success, there will be a tendency to unjam the log jam," he says. "That's how lifestyle sections were improved. That's how front pages were improved. They didn't change one Sunday morning across the country." □

Cover page of Boston Herald Sunday comics has been redesigned.

ASSOCIATIONS

Newspapers are served by scores of organizations that cater to virtually every employee segment in the business—from personnel specialists and photographers to controllers and chess writers

BY GENE GIANCARLO

The newspaper business is served by a myriad of professional journalistic organizations that seem to cover the spectrum of newspapers' operations. There's an association for personnel people (NPRA), for editorial writers (NCEW), for circulation directors (ICMA), for promotion people (INPA), for cartoonists (NCS), for controllers (INFE), for advertising and marketing executives (INAME), even for newsroom hands who toil in sports, entertainment, religion or education.

Publishers who can identify most of the agglomeration of alphabetic designations for newspaper associations probably have a good knowledge of the extracurricular activities of their other staffers.

And that seems to be the important thing to remember about newspaper-related organizations: For the most part, they were conceived by and are managed by dedicated and zealous newspaper people who devote their time and energies—and for which their publishers, of course, provide financial resources.

Newspaper people tend to agree that association affiliation has helped companies perform more efficiently and has permitted participants to stretch perceptions and understanding of their duties. Almost all cite the importance and usefulness of meeting people from other newspapers and of exchanging information.

Howard H. (Tim) Hays, editor and publisher of The Press-Enterprise in Riverside, Calif., feels "the friendships which develop at these meetings can be very useful for future consultation and future hiring. I'm not referring so much to the possibility of people you meet being hired," he adds, but "to their being useful evaluators of people who have worked for them. They're not as likely to limit their remarks to only what the law allows if they're friends; they'll signal somehow or other."

What are the costs to newspapers for dues and attendance at meetings? The consensus of publishers who responded to a presstime survey was that costs were slightly less than 1 percent of 1984 budgets. A typical example: The Seattle Times spent $169,000 for member participation in 20 national and 15 regional and state organizations. (See chart, p. 29.)

Among the associations, annual dues rates vary widely. The National Press Photographers, with a budget of $700,000, imposes dues of $55 on each of its 8,500 members. The Society of Professional Journalists, Sigma Delta Chi, has a $40 dues base for 24,000 regular members; its budget is $989,000. The American Society of Newspaper Editors has a two-tier dues system: $325 annually for its almost 800 active members and $50 for 125 retired members; annual budget: $607,500.

(It should be explained that dues is not always the only income. For instance, for years NPPR has sponsored its well-known "flying short courses"; these costs, covered largely by registration fees, are part of operating budgets.)

Many of the advertising and marketing organizations use a sliding scale for dues based on circulation.

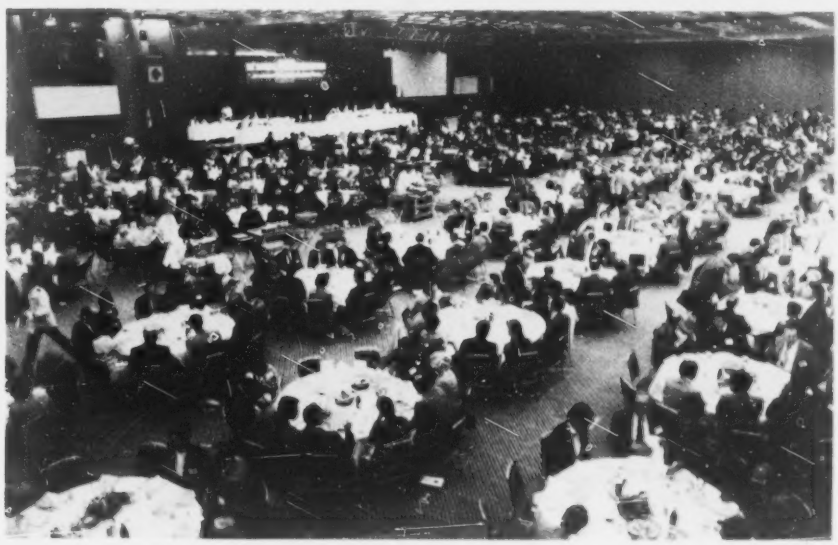
Proliferation. The presstime survey also reveals that the number of newspaper-related organizations has grown appreciably in recent years. To wit:

—In the last 10 years, 19 new groups were formed. From 1970-75, 12 were established. Eight associations appeared for the first time in the 1960s.

—Reflecting an increasing press concern during the last 15 years, seven organizations were established to defend freedom of information and the First Amendment.

How many organizations are there today? The 1985 Editor & Publisher Year-Book lists 148 national, regional and state

Giancarlo is former executive director of the American Society of Newspaper Editors.



Large crowds attend annual conventions like ANPA's.

associations and clubs. The *Encyclopedia of Associations* shows 36 more organizations that also merit consideration.

This examination indicates there are 100 national and international newspaper-related organizations extant. (Before 1940, there were but 30 national groups, the oldest being the National Newspaper Association, which services weeklies and small dailies; it was founded in 1885. Two years later, ANPA was formed.)

Omitted for space reasons from presstime's detailed listing that follows were regional, state and city groups; associations whose preponderance of membership seems to come from the electronic media, magazines, trade publications and public relations (such as the Aviation/Space Writers Association); and organizations that *serve* newspapers but whose membership does not include newspapers or their employees (such as the American Press Institute).

Applying those criteria, we were left with 74 associations in these categories:

- 6 trade
- 30 editorial
- 15 advertising, circulation, business personnel
- 7 international
- 11 sports
- 5 women

Perhaps some of the choices—and omissions—may raise eyebrows.

(The exercise was not the easiest lesson in objectivity. To have included the Chess Journalists of America in the listing, however, *may* have been a somewhat perverse whim.)

Most of the information in the longer entries came from responses to the questionnaire. The shorter entries were pieced together by telephoning and from the *Encyclopedia of Associations*.

The first two categories are listed below and on the following four pages. **The remaining listings will be published in the March issue.** □

TRADE

American Newspaper Publishers Association, The Newspaper Center, Box 17407, Dulles Airport, Washington, D.C. 20041; (703) 648-1000.
Staff: 154. *Founded:* 1887. *Members:* 1,390. *Board/dir.:* 22. *Current chair and pres.:* Richard J. V. Johnson, Houston Chronicle. *Contact:* Jerry W. Friedheim, exec. v.p.
Annual dues: Based on circulation and advertising rates. *Budget:* $12.1 million.
Membership requirements: Must publish at least once a week, and have a paid circulation of 70 percent or more.
Goals and purposes: To advance the cause of a free press, and to ensure that it has the economic strength essential to serve the American people.

Canadian Community Newspapers Association, Suite 705, 88 University Ave., Toronto, Ontario M5J 1T6; (416) 598-4277.
Staff: 5. *Founded:* 1920. *Members:* 640 (603 newspapers, 21 Armed Forces Base papers, 16 sustaining). *Board/dir.:* 17. *Current pres.:* Donald Venables, Hamiota (Manitoba) Echo; *pres.-elect:* Jean Baker-Pearce, Alliston (Ontario) Herald. *Contact:* Jim Dills, exec. dir.
Annual dues: $98 + $44 per 1,000 circulation to a maximum of $538. Armed Forces papers, $50; sustaining members, $200. *Budget:* $273,226.
Membership requirements: Must have membership in one of six affiliated provincial/regional associations.
Goals and purposes: Member services, education, representation, government relations.

Canadian Daily Newspaper Publishers Association, 321 Bloor St. East, Suite 214, Toronto, Ontario M4W 1E7; (416) 923-3567.
Staff: 17. *Founded:* 1919. *Members:* 80. *Board/dir.:* 16. *Current chair:* J. R. Belanger, Le Droit, Ottawa; *current chair-elect:* Tom Crowther, Daily Gleaner, Fredericton, New Brunswick. *Contact:* John E. Fox, pres.
Annual dues: Based on circulation. *Budget:* approx. $1 million.
Membership requirements: Must be a daily newspaper (at least five times a week).
Goals and purposes: To provide its members a service which is generated and implemented by CDNPA's officers, divisions, committees and permanent staff. Services include research, government relations, employee relations, credit data, newspaper in education, new technology. Also, encourages higher standards in journalism; contests; legislation potentially harmful to newspapers.

National Newspaper Association, 1627 K St. N.W., Suite 400, Washington, D.C. 20006-1790; (202) 466-7200.
Staff: 15. *Founded:* 1885. *Members:* 5,000. *Board/dir.:* 18. *Current pres.:* James L. Pate, Madill (Okla.) Record; *pres.-elect:* Richard A. Natsinger, Eagle Newspapers, Hood River, Ore. *Contact:* W. Melvin Street, exec. v.p.
Annual dues: Based on circulation. *Budget:* $1.4 million.
Membership requirements: Must publish at least once a week as a standard broadsheet or tabloid, contain no more than 75 percent advertising and have been published for one year.
Goals and purposes: To represent newspaper publishers' newspapers before the Congress, courts, the Administration and regulatory agencies.

National Newspaper Publishers Association, 970 National Press Building, Washington, D.C. 20045; (202) 662-7324.
Staff: 3. *Founded:* 1940. *Members:* 148. *Board/dir.:* 15. *Current pres.:* Christopher H. Bennett, Seattle Medium; *pres.-elect:* William H. Lee, Sacramento Observer. *Contact:* Steve G. Davis, exec. dir.
Annual dues: Based on circulation, from $150 to $160. *Budget:* $150,000.
Membership requirements: At least one year of weekly/daily publication; some paid circulation. Must be recommended by a member paper and approved by the board.
Goals and purposes: To promote the interests of the black press by seeking unity and action in all matters relative to the profession of journalism and the business of publishing.

Suburban Newspapers of America, 111 E. Wacker Drive, Chicago, Ill. 60601; (312) 644-6610.
Founded: 1971. *Members:* 200. *Staff:* 3. James E. Elsener, exec. dir. Publishing firms of community-oriented newspapers in suburban or urban areas and companies in related professions and industries.

EDITORIAL

American Association of Sunday & Features Editors, currently c/o Houston Chronicle, 801 Texas St., Houston, Texas 77002; (713) 220-7601.
Staff: None. *Founded:* 1947. *Members:* about 150. *Current pres.:* Jack Rickman, Houston Chronicle; *pres.-elect:* Phyllis Singer, Newsday. *Contact:* Rickman.
Annual dues: $50.
Membership requirements: Must have primary responsibility for Sunday or week-

© David Ramsey

Gatherings provide forums for give-and-take involving members, as was the case for Executive Editor Benjamin C. Bradlee of The Washington Post at the ASNE convention.

end or feature package.
Goals and purposes: To work toward the continued improvement of Sunday newspapers and newspaper features sections.

American Society of Newspaper Editors, The Newspaper Center, Box 17004 Dulles Airport, Washington, D.C. 20041; (703) 620-6087.
Staff: 5. *Founded:* 1922. *Members:* 923 (773 active, 150 retired). *Board dir.:* 20. *Current pres.:* Robert P. Clark, Harte-Hanks Newspapers; *pres.-elect:* Michael Gartner, Worthington (Minn.) Daily Globe. *Contact:* Lee Stinnett, exec. dir.
Annual dues: $325, active; $50 retired. *Budget:* $607,500.
Membership requirements: Persons of suitable qualifications who are directing editors having immediate charge of editorial or news policies of daily newspapers which shall have attained adequate journalistic standards.
Goals and purposes: To promote acquaintance among its members, to develop a stronger professional *esprit de corps*, to maintain the dignity and rights of the profession, to consider and perhaps establish ethical standards of professional conduct, to interchange ideas for the advancement of professional ideals and for the more effective application of professional labors and to work collectively for the solution of common problems.

The Associated Press Managing Editors Association, c/o The Associated Press, 50 Rockefeller Plaza, New York, N.Y. 10020; (212) 621-1552.
Staff: No permanent staff personnel. *Founded:* 1933. *Members:* 800. *Board dir.:* 24. *Current pres.:* James F. Daubel, Fremont (Ohio) News-Messenger; *pres.-elect:* Robert E. Rhodes, Corpus Christi (Texas) Caller and Times. *Contact:* Bruce Nathan, APME liaison exec.
Annual dues: None. *Budget:* None as such; funds derived from convention.

Membership requirements: Key or chief news executives at newspapers that subscribe to the Associated Press wire service and who attend at least one convention every three years.
Goals and purposes: Through its 20+ continuing studies committees, APME strives to improve performance of its member newspapers and the Associated Press.

Association of American Editorial Cartoonists, 22 Mimosa Drive, Harrison, Ark. 72601; (501) 741-8747.
Founded: 1957. *Members:* 290. *Contact:* Robert Drebelbis, sec.-treas.
Membership requirements: Members are editorial cartoonists, active and retired, for newspapers and newspaper syndicates.
Goals and purposes: It promotes and encourages the art of editorial cartooning internationally.

Canadian Managing Editors Conference, Box 5020, Ottawa, Ontario K2C 3M4; (613) 829-9100.
Staff: 1 part-time. *Founded:* 1946. *Members:* No listing as such. *Current pres.:* Nelson Skuce, Ottawa Citizen; *pres.-elect:* Murray Burt, Winnipeg (Manitoba) Free Press.
Annual dues: None, dependent on conference financing.
Membership requirements: Must be a managing editor of a daily newspaper, wire service or magazine.
Goals and purposes: To improve the quality of Canadian newspapers.

Education Writers Association, P.O. Box 281, Woodstown, N.J. 08098; (609) 769-1313.
Staff: 2 part-time. *Founded:* 1947. *Members:* 442 (263 active, 174 associate, 5 honorary). *Board dir.:* 9. *Current pres.:* Michael Bowler, Baltimore Sun; *pres.-elect:* James Killackey, Daily Oklahoman, Oklahoma City. *Contact:* Charles Harrison, exec. dir.
Annual dues: $50. *Budget:* $73,150.
Membership requirements: Must spend most of working time writing about education.
Goals and purposes: To encourage better reporting about education.

International Society of Weekly Newspaper Editors, Dept. of Journalism, Northern Illinois University, DeKalb, Ill. 60115; (815) 753-1925.
Staff: 2. *Founded:* 1954. *Members:* Approx. 300. *Board dir.:* 3. *Current pres.:* Allan Seiler, Pike Press, Pittsfield, Ill.; *pres.-elect:* Robert Mossman, Bridgewater (Nova Scotia) Bulletin. *Contact:* Donald Brod, exec. sec.
Annual dues: $25. *Budget:* $10,000.
Membership requirements: Members must be community journalists interested in their news-editorial product.
Goals and purposes: To promote high standards in editorial writing and community news coverage.

Investigative Reporters & Editors, P.O. Box 838, Columbia, Mo. 65205; (314) 882-2042.
Staff: 3 part-time. *Founded:* 1975. *Members:* About 3,000. *Board dir.:* 12. *Current pres.:* Joe Rigert, Minneapolis Star and Tribune; *pres.-elect:* Mary Hargrove, Tulsa (Okla.) Tribune. *Contact:* Steve Weinberg, exec. dir.
Annual dues: $25 ($10 for student associates). *Budget:* Approx. $60,000.
Membership requirements: Working journalist or journalism educator.
Goals and purposes: To help print and broadcast reporters and editors uncover and use information more efficiently and in new ways.

Music Critics Association, 6201 Tuckerman Lane, Rockville, Md. 20852; (301) 530-9527.
Founded: 1957. *Members:* 254. *Contact:* Richard D. Freed, exec. dir.
Membership requirements: Music critics for newspapers, magazines and the broadcast media.
Goals and purposes: To improve standards and quality of music criticism in the U.S. and Canada and to foster public interest in music.

National Association of Black Journalists, 1 Herald Plaza, Miami, Fla. 33101, (305) 376-3934

Staff: None, currently seeking. *Founded:* 1975. *Members:* 1,200. *Current pres.:* Albert Fitzpatrick, Knight-Ridder Newspapers; *pres.-elect:* Tony Cox, Metromedia, Los Angeles. *Contact:* Fitzpatrick.

Annual dues: $35 ($25, associates; $10, students). *Budget:* Approx. $100,000.

Membership requirements: Persons employed in the production, dissemination and distribution of news by newspapers, magazines and radio and TV stations.

Goals and purposes: To assist in the recruitment and development of minorities throughout the industry; also, to move toward total coverage of the minority community. To work with high schools to identify potential journalists; to award scholarships to journalism programs that especially support minorities; to act as a national clearinghouse for job information.

National Association of Hispanic Journalists, National Press Building, Suite 634, Washington, D.C. 20045, (202) 783-6228.

Staff: 3. *Founded:* 1984. *Members:* 385 (340, regular; 5 academic; 30 associate; 10 journalism college students). *Board dir.:* 16. *Current pres.:* Guillermo Martinez, Miami Herald; *pres.-elect:* Maria Elena Salinas, KMEX-TV, Los Angeles. *Contact:* Frank Newton, exec. dir.

Annual dues: $35, regular, academic and associate ($15, student members). *Budget:* $190,000.

Membership requirements: Full-time working journalist for "regular" membership; journalism educators are classified as "academic members" who can vote but not hold office; non-journalists hold "associate" membership, which is a nonvoting position.

Goals and purposes: To organize and provide mutual support for Hispanic journalists in both English- and Spanish-language news media; to encourage and support the study and practice of journalism and communications by Hispanics; to foster and promote fair treatment of Hispanics by the news media; to further employment and career development for Hispanics in the news media; and to foster a greater understanding of Hispanic media professionals' special cultural identity, interests and concerns.

National Association of Real Estate Editors, 26706 Buttermut Ridge Road, North Olmstead, Ohio 44070, (216) 777-3668.

Founded: 1929. *Members:* 350. *Contact:* Robert P. Brennan, exec. dir.

Membership requirements: Writers and editors of real estate, building and home news or editorial matter in newspapers and periodicals of general circulation.

National Association of Science Writers, P.O. Box 294, Greenlawn, N.Y. 11740, (516) 757-5664.

Staff: 1. *Founded:* 1934. *Members:* 1,210. *Board dir.:* 13. *Current pres.:* Philip M. Boffey, New York Times; *pres.-elect:* Christine Russell, Washington Post. *Contact:* Diane McGurgan, admin. sec.

Annual dues: $45. *Budget:* $65,000.

Membership requirements: Active membership is restricted to those principally engaged for at least two years in the preparation and interpretation of science news through all media normally devoted to informing the public. Associate membership is restricted to those principally engaged for at least two years in the preparation of science information, but not eligible to be an active member; and to persons regularly engaged in the development or teaching of science writing courses in colleges or journalism schools.

Goals and purpose: To promote excellence in science writing. NASW offers an unparalleled opportunity to rub shoulders with like-minded colleagues and share ideas on important science issues.

National Cartoonists Society, 9 Ebony Court, Brooklyn, N.Y. 11229, (718) 743-6510.

Staff: 2. *Founded:* 1946. *Members:* 500. *Board dir.:* 8. *Current pres.:* Frank Evers, New York Daily News; *pres.-elect:* Fred Lasswell, King Features Syndicate. *Contact:* Marge (Dutty Devine, Scribe.

Annual dues: $75, regular; $50, associate and foreign.

Membership requirements: Must be a professional cartoonist.

Goals and purposes: To further the interests of cartooning and of those individuals who work in the profession.

National Conference of Editorial Writers, 6223 Executive Blvd., Rockville, Md. 20852, (301) 984-3015.

Staff: 2. *Founded:* 1947. *Members:* 564. *Board dir.:* 15. *Current pres.:* Karli Jo Hunt, Home News, New Brunswick, N.J.; *pres.-elect:* Brian W. Dickinson, The Providence (R.I.) Journal-Bulletin.

Contact: Cora B. Everett, exec. sec.

Annual dues: $50, $75, $100, based on circulation; retired, $20; associate, $50; syndicated columnists, $100. *Budget:* Approx. $60,000.

Membership requirements: Membership is open to editorial writers on newspapers of general circulation, to teachers of journalism in schools of journalism and in journalism in-service training institutions, and to others in either field who play an active role in editorial page operations, in the U.S. and Canada.

Goals and purposes: Dedicated to stimulating the conscience and the quality of the editorial page.

National Entertainment Journalists Association, P.O. Box 24021, Nashville, Tenn. 37202, (615) 259-3790.

Founded: 1979. *Members:* 100. *Contact:* Thomas Wilkerson, pres.

Membership requirements: Entertainment journalists and interested individuals united to promote and benefit those professionally associated with entertainment journalism, including print and broadcast journalism, photojournalists and publicists.

National Press Photographers Association, P.O. Box 1146, Durham, N.C. 27702, (919) 489-3700.

Staff: 7. *Founded:* 1946. *Members:* 8,500. *Board dir.:* 29. *Current pres.:* Bill Sanders, Fort Lauderdale (Fla.) News & Sun-Sentinel; *pres.-elect:* Tom Strongman, Kansas City (Mo.) Star and Times. *Contact:* Charles H. Cooper, exec. dir.

Eight Newspapers' Involvement in Associations

Circulation*		National	State/ Regional	Total cost to newspaper
315,237	Buffalo News	34	1	$114,129
634,466	Detroit Free Press	4	2	126,590
109,504	Lexington (Ky.) Herald-Leader	16	6	100,000
24,396	Longview (Wash.) Daily News	5	5	27,100
126,451	Riverside (Calif.) Press-Enterprise	11	4	89,478
53,498	Salem (Ore.) Statesman Journal	9	2	24,425
225,552	Seattle Times	20	15	169,000
57,863	Tucson Daily Citizen	15	2	50,700

*Sept. 30, 1985, Audit Bureau of Circulations data.

Annual dues: $55 ($25, students). *Budget:* $700,000 plus.
Membership requirements: Must have a direct professional relationship with photojournalism, or be students enrolled in colleges or universities studying for this profession.
Goals and purposes: Dedicated to the educational advancement of the profession; it does not enter into labor/management situations.

Newspaper Farm Editors of America, 312 Valley View Drive, Huron, Ohio 44839; (419) 433-5412.
Staff: None. *Founded:* 1953. *Members:* 142. *Board/dir.:* 9. *Current pres.:* Ann Toner, Kansas City (Mo.) Star; *pres.-elect:* Ernie Wilkinson, Indianapolis Star. *Contact:* Audrey Mackiewicz, exec. sec.
Annual dues: $30. *Budget:* $4,500.
Membership requirements: Members must spend at least 50 percent of their time writing or editing agricultural stories.
Goals and purposes: To promote the professional status of newspaper farm editors; to encourage high standards of professional competence; to emphasize the importance of agricultural news; and to provide a meeting place for fellowship and professional improvement.

Newspaper Features Council, Ward Castle, Comly Ave., Rye Brook, N.Y. 10573; (914) 939-3919.
Staff: 1. *Founded:* 1955, as Newspaper Comics Council (name changed in 1985). *Members:* 125 (43 cartoonists, 43 columnists/writers, 31 editors/newspapers, 8 syndicates). *Board/dir.:* 26. *Current pres.:* Joseph F. D'Angelo, King Features Syndicate; *pres.-elect:* Robert I. Greenberg, Philadelphia Inquirer. *Contact:* Catherine Walker, exec. admin.
Annual dues: Cartoonists and columnists, $75; newspapers, $160; syndicates, $1,250.
Membership requirements: Newspaper syndicates, newspapers, editors, syndicated cartoonists and syndicated writers and/or cartoonists or writers whose work appears in a regularly published newspaper or in at least five newspapers.
Goals and purposes: NFC is a professional, non-profit organization. It is a forum that provides an opportunity for cartoonists, editorial cartoonists, columnists, writers, newspapers, editors and syndicates to get together and exchange views with regard to problems and developments in the newspaper feature business.

Newspaper Food Editors and Writers Association, currently c/o Jane Baker, Phoenix Gazette, 120 E. Van Buren, Phoenix, Ariz. 85001; (602) 271-8948.
Staff: None. *Founded:* 1974. *Members:* 200. *Board/dir.:* 14. *Current pres.:* Baker, Phoenix Gazette; *pres.-elect:* Dotty Griffith, Dallas Morning News. *Contact:* Baker.
Annual dues: $35.
Membership requirements: Those persons employed or contracted as reporters, writers or editors by daily newspapers (regularly published at least five times per week and supported by advertising and paid subscriptions), or wire services, who are responsible for or spend not less than 50 percent of their time on food news.
Goals and purposes: To encourage communication among journalists devoting a substantial portion of their working time to the furthering of the public's knowledge of food; to uphold and foster professional ethical standards for such persons; to increase their knowledge about food and to encourage and promote a greater understanding among fellow journalists and those who manage news dissemination organizations.

Newspaper Research Council, 1000 Carners Building, Des Moines, Iowa 50309; (515) 276-7002.
Staff: 1. *Founded:* 1977. *Members:* 200. *Board/dir.:* 9. *Current pres.:* Gerald Silvers, Cincinnati Enquirer; *pres.-elect:* Eleanor F. McConnell, The Chicago Tribune. *Contact:* Glenn Roberts, exec. dir.
Annual dues: $125. *Budget:* $20,000.
Membership requirements: Membership is open to those who manage, conduct or use newspaper research on behalf of newspapers or representative firms.
Goals and purposes: To enhance ethical and professional standards and the efficiency of newspaper research and its marketing application.

Organization of News Ombudsmen, currently c/o Harry F. Themal, News-Journal Newspapers, P.O. Box 1111, Wilmington, Del. 19899; (302) 573-2000.
Staff: None. *Founded:* 1980. *Members:* 47. *Board/dir.:* 6. *Current pres.:* Themal; *pres.-elect:* Clair Balfour, Montreal Gazette. *Contact:* Themal.
Annual dues: $60. *Budget:* None beyond convention costs.
Membership requirements: Those working as media ombudsmen on newspapers and TV networks in U.S., Canada and Japan.
Goals and purposes: To establish and refine standards for the job of ombudsman or reader representative; to aid in establishment of ombudsman on newspapers and elsewhere in the media; to provide a forum for interchange of experiences and ideas.

Religion Newswriters Association, currently c/o Louis Moore, Houston Chronicle, P.O. Box 4260, Houston, Texas 77210; (713) 220-7171.
Staff: None. *Founded:* 1952. *Members:* 225. *Board/dir.:* 5. *Current pres.:* Moore; *pres.-elect:* Helen Parmley, Dallas Morning News. *Contact:* Moore.
Annual dues: $25 ($15, associates). *Budget:* About $7,000.
Membership requirements: Must be a reporter/editor of religion news for a secular newspaper, news magazine or wire service in the U.S. and Canada.
Goals and purposes: To further the cause of and quality of religion reporting in secular newspapers, news magazines and wire services.

Reporters Committee for Freedom of the Press, Suite 300, 800 18th St. N.W., Washington, D.C. 20036; (202) 466-6312.
Staff: 8. *Founded:* 1970. *Members:* None. *Board/dir.:* 30, steering committee. *Current pres.:* No officers. *Contact:* Jane Kirtley, exec. dir.
Annual dues: None. Funding is by donation.
Goals and purposes: Undertakes legal defense and research projects in all areas of media law, including libel. It is the only nonprofit legal defense and research organization in the country that provides round-the-clock, cost-free service to all the media.

The Society of Professional Journalists, Sigma Delta Chi, 53 W. Jackson Blvd., Suite 731, Chicago, Ill. 60604; (312) 649-0060.
Staff: 11. *Founded:* 1909. *Members:* Approx. 24,000. *Board/dir.:* 22. *Current pres.:* Robert Lewis, Newhouse News Service; *pres.-elect:* Robert H. Wills, Milwaukee Sentinel. *Contact:* Carol Beck, admin. ass't.
Annual dues: $40 ($10, student). *Budget:* $989,282.
Membership requirements: Must be a working journalist (newspaper, TV, wire services, radio, magazine, etc.) Once a member, always a member. Also, college journalism majors eligible to join.
Goals and purposes: To associate journalists of truth, talent and energy; to assist members in acquiring noblest principles of journalism; to foster high ethical code to advance standards of the press; to work

to safeguard flow of information from all sources to the public; to attract talented young people to the profession; to raise the prestige of the journalist in the community and among the public at large.

Society of Newspaper Design, The Newspaper Center, P.O. Box 17290, Dulles Airport, Washington, D.C. 20041; (703) 620-1083.
Staff: 1. *Founded:* 1979. *Members:* 1,300. *Board/dir.:* 5. *Current pres.:* H. Philip Nesbitt, The Record, Hackensack, N.J.; *pres.-elect:* Margaret Balough, Austin (Texas) American Statesman. *Contact:* Pat Kelly, exec. sec.
Annual dues: $45 ($25, student). *Budget:* $160,000.
Membership requirements: Open to all with a working interest in newspaper design.
Goals and purposes: To encourage high standards of newspaper journalism through design; to serve as a forum and a professional source for all interested in newspaper design; to recognize excellence of professional performance; to work with other professional groups toward strengthening journalism design as a profession and newspaper publishing as a business.

Special Libraries Association (Newspaper Division), 1700-18th St. N.W., Washington, D.C. 20009; (202) 234-4700.
Staff: None. *Founded:* 1924. *Members:* approx. 500. *Current pres.:* Kathy Foley, Houston Post; *pres.-elect:* Diane Miller, Bloomington (Ind.) Pantagraph. *Contact:* Foley.
Annual dues: $75.
Membership requirements: People who work in news media libraries (including television and magazines).
Goals and purposes: To encourage and promote the utilization of knowledge through the goals, organization and dissemination of information to its membership; to develop the usefulness and efficiency of newspaper libraries.

Television Critics Association, c/o Pittsburgh Press, 34 Blvd. of Allies, Pittsburgh, Pa. 15230; (412) 263-1100.
Staff: None. *Founded:* 1978. *Members:* 107. *Board/dir.:* 7. *Current pres.:* Ann Hodges, Houston Chronicle; *pres.-elect:* R. Heldentels, Schenectady (N.Y.) Gazette. *Contact:* Barbara Holsopple, treas.
Annual dues: $25. *Budget:* $3,500.
Membership requirements: Professional journalists in print media who specialize in the regular coverage of television.
Goals and purposes: To maintain and improve the professional standards of television criticism, reporting and editing; to exchange information; to expand opportunities for complete and accurate coverage; to increase the public's understanding of television; to improve television as an important element in American life and culture; to encourage activity that adds to the value of television as a communications medium and to conduct activities which are exclusively charitable.

White House Correspondents Association, 1067 National Press Bldg., Washington, D.C. 20045; (202) 737-2934. Edgar A. Poe, treas.

White House News Photographers Association, P.O. Box 7110, Ben Franklin Station, Washington, D.C. 20044. Ken Baylock, pres. □

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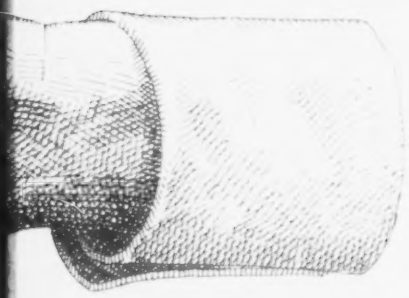

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Gerald P. Haslam

Mastermind of fast-growing, 'pesky little tabloid'

BY MARGARET GENOVESE
presstime staff writer

At Pacific Press Ltd. in Vancouver, British Columbia, they joke that members of Gerald P. Haslam's management team don't go to lunch until they've done research on where to eat.

On the basis of extensive market research, the 40-year-old publisher two years ago directed a radical transformation of The Province, Vancouver's morning newspaper. It went from a traditional broadsheet with predominantly upscale, male readership to what he calls a "pesky little tabloid," targeted at people between the ages of 18 and 34, particularly women.

Haslam has been rewarded with a 20-percent increase in the circulation of The Province—making it the fastest growing newspaper in Canada—along with a 24-percent increase in advertising linage.

"There were some doubters that the tabloid was the right thing to do, but with his [Haslam's] ideas and his enthusiasm, he has convinced most people," says The Province Editor Robert D. McMurray. "Certainly the results, in terms of circulation and advertising, have proven it was the right thing to do."

After additional research, this year Haslam is getting ready to "relaunch" Pacific Press' other Vancouver daily, The Sun, with a whole new design. He expects that to result in a 20-percent gain in *readership* of the evening Sun, although not in any substantial gain in circulation.

Haslam has a record of acting quickly. He became publisher of The Province in August 1982 and exactly a year later turned it into a tabloid. He added the title of Sun publisher in March 1985 and exactly a year later will bring out its new look.

"He's bright, he's quick, he's a thoughtful individual, and he's very energetic," says E. Paul Wilson, vice president of newspaper marketing for Southam Inc., which owns Pacific Press.

Not surprisingly, Haslam believes the newspaper business's greatest challenge is "to deliver products which meet the market needs of our advertisers."

His philosophy, he says, is to determine which demographics, psychographics and geographics advertisers want, and then to determine what must be done to achieve as close to 100-percent penetration of those groups as possible.

Haslam is convinced that without the tabloid format The Province would not have been as successful in meeting its target market goals as it has been. Although he believes more newspapers will adopt the smaller size, he sees the format more as a tool than the answer to a newspaper's circulation and advertising problems. The key, as he sees it, is for the newspaper to define what it wants as an audience and produce an editorial product that will attract those readers. "We are in the business of delivering an audience of readers to advertisers and information to readers," he says.

"It shouldn't be misunderstood that Gerry would run a newspaper for the sake of the advertisers," emphasizes Norm R. Weitzel, advertising director of Pacific Press. Haslam "demands a high quality news product. But he appreciates that it should be one that is in tune with the needs of the marketplace, not in tune with the needs of the guys down at the press club bar; that is the difference."

Haslam says he got his first lesson in marketing at his first news media job, as a call-in, talk-show host on a Winnipeg, Manitoba, radio station in 1969. "You've got to go on the air every day and make the phone ring," he explains.

He took the job in Winnipeg after being "politely turned down" by both newspapers in Vancouver, the city in which he wanted to live after serving two years in Ottawa as executive assistant to former Canadian Prime Minister John Diefenbaker. That post was Haslam's first job after graduating from Montreal's McGill University with a degree in political science and sociology.

During the same period he was on the radio in Winnipeg, Haslam appeared on a daily TV interview show and wrote a three-times-weekly column for the Winnipeg Tribune, a Southam newspaper. In 1972, he joined the newspaper full-time as a columnist and editorial writer, and four years later moved up to editor.

After a year in that slot, he left the paper to go to Vancouver as the vice president of corporate communications for McMillan Bloedel Ltd., the forest products company. He quickly realized, however, that he did not want to be in public relations—"I really was a newspaper guy."

Haslam returned to the Southam organization in 1979 to become director of videotex services. He worked on the development of Infomart, an electronic publishing company that Southam began in combination with Toronto Star Newspapers Ltd.

He also was a member of the Canadian Videotex Consultative Committee, a federal government panel organized by the minister of communications.

"He was probably the most influential member of the group," says David M. Carlisle, former Infomart president.

Haslam suggested that the government subsidize the initial terminals to get videotex off the ground, and this led to a $10-million federal government/industry incentive program. "It was his idea, and he implemented it very quickly," says Carlisle, now president of Network Videotex Systems Inc. of Toronto.

The incentive program spurred two of Infomart's major projects—Grassroots, an agricultural videotex service, and Teleguide, a public-access videotex service.

Haslam, a frequent discussion leader on electronic publishing and marketing at the American Press Institute in Reston, Va., unwinds by writing fiction. With two novels to his name, both unpublished, he is working on a third. His last one, about a corporate takeover, was "not deemed to be exciting enough," he says. But he declined a suggestion that he spice up the plot by having one character kill off another.

His other hobby, and the reason he was drawn to Vancouver, is sailing his Bristol Channel Cutter, an appropriately named vessel for a man who was born in England and who came to Canada at the age of 7. Vancouver's location makes it possible for Haslam to sail year-round, with Vancouver harbor only a 10-minute drive from the home where he lives with his wife, Pat, an educator. □

Comics issue is no laughing matter

BY WILLIAM B. KETTER

William B. Ketter

Everyone knows that newspapers raise Cain to protect the free flow of information against the notion of prior restraint. That's what our free press is all about, right?

Well, sort of. There are those little-publicized contradictions when even newspapers restrict the free flow of information because it serves their commercial self-interest to do so.

One example is the duplicitous practice of newspapers' blocking their rivals from publishing syndicated comic strips, commentary columns and supplemental news services.

My newspaper, The Patriot Ledger, and other suburban papers are affected the most by this questionable gut-cutting. Lack of access to supplemental news reports and syndicated material inhibits our ability to provide readers the best balance of background information and entertainment features.

But sometimes the knife turns on a big city daily. The Boston Globe recently lost half its daily comics, the cartoons of Herblock and the commentary of Rowland Evans and Robert Novak to the Boston Herald in what has become known as "the great Boston comic war" [presstime, Jan. 1986, p. 62].

Globe editors portrayed Rupert Murdoch as the villain. In the past three years, he acquired the Boston Herald and the rights to the contested features, and then ordered the switch when the Globe's contract expired Dec. 31.

The Globe challenged the termination notice in U.S. District Court and lost. Thus the Herald has done to the Globe what the Globe's been doing to us for years. Of course, the Herald is also doing it to us, so there's no free-flow-of-information victory here.

There is, however, a message—readers are the innocent victims of exclusionary newspaper business practices. Globe faithful are understandably unhappy about losing many of their favorite comic strips. How unhappy remains to be determined by the ABC auditors.

In my view, both the Globe and the Herald tarnished our industry's credibility with the public. They showed that the name of the competitive newspaper game is restricting information, and never mind that noble talk on the editorial pages about free press, free flow of ideas and the open marketplace.

After all, no metropolitan paper worth its salt would dare suggest that the First Amendment, antitrust laws, or even a sense of fairness might apply to the ideas of Andy Capp, Art Buchwald or Evans and Novak.

How sad. It would be much better for the public—and for artists and writers—if syndicated features and supplemental news services were available to all newspapers in the manner of AP, UPI and Reuters.

That way, the free market and creative editing would play larger roles in determining content. I also think many papers would become more distinctive by developing their own talent instead of paying a king's ransom to exclude competitors from getting access to syndicated features.

Syndicates, you see, price their comics and other features according to size and market conditions. The bigger you are, the more you pay. And if you want to keep something away from a rival, then you pay a lot more.

Smaller papers get hurt by this business-is-business cooperation between the nation's metropolitan newspapers and the syndicates. We won't pay for exclusivity—and, in my newspaper's case, we don't want it anyway.

We have, you see, this old-fashioned notion that all newspapers should have equal access to nationally syndicated features no matter the size of the paper's pocketbook.

And, in fact, we practice what we preach. Syndicate salesmen have suggested from time to time that we exclude our suburban competitors. In 1978, for instance, we declined to black out a new daily in our primary circulation area. We relied on everyday quality, not exclusionary business practices, to win the battle for readers and advertisers. The rival paper closed down within two years.

So pardon my smile over the great Boston comic war. I have trouble sympathizing with the Globe's plight. I'm also skeptical of Murdoch's statement that he offered to sell some of his comic strips to both the Globe and the Herald but the Globe insisted on all or nothing. If Murdoch meant what he said, he would share his features with The Patriot Ledger. We've offered to buy them, but Murdoch's not selling.

Yes, I'm angry about this practice. And why not? Many of our readers buy only The Patriot Ledger. It doesn't seem right that another newspaper can prevent them from having access to supplemental news reports from Washington, the Middle East or elsewhere. The same goes for the antics of Dennis the Menace and the thoughts of Garry Trudeau.

Fortunately, no one could block us from joining the AP three years ago. That's because in 1945, the U.S. Supreme Court held that the AP, as a basic news service, must be made available to all newspapers.

We only wish the AP decision had applied to supplemental news services and the syndicates. Surely, the spirit of the court's ruling should be embraced by our industry. "Freedom to publish," the court said, "means freedom for all, and not for some. Freedom to publish is guaranteed by the Constitution, but freedom to combine to keep others from publishing is not."

Readers, by the way, are the real losers in all of this. We can't offer and they can't enjoy many popular features.

Readers such as Mary Lakari of Sharon, Mass. "I would like to offer a suggestion—better comic selection," she wrote us recently. "Any chance of getting Garfield?"

Not at present, Mary. But there are at least two federal lawsuits pending that might eventually help. So would a stronger belief in the principles of the free flow of information by more newspaper publishers and syndicates. □

Ketter is editor of The Patriot Ledger of Quincy, Mass., an 89,153-circulation suburban Boston daily.

Viewtron alters market goals

At a time when Viewtron, a pioneering electronic information service, has more subscribers than ever and reaches across the United States, the videotex service operated by Knight-Ridder Newspapers Inc. has sharply narrowed its sights.

Viewtron, which got its first paying subscriber 27 months ago, originally had taken aim on a broad consumer market much as newspapers have.

"This thing is looking less and less like an electronic newspaper," said Reid Ashe, chief executive officer of Viewdata Corp. of America, the subsidiary that runs Viewtron. "I think we've learned there is not a mass market for this kind of service."

Ashe called Viewtron "a bold and courageous undertaking that didn't work out" as expected. While that is disappointing, Viewtron can become "a pretty good little business," he said.

The service seems to be moving in that direction. On Jan. 13, it reported having more than 15,000 subscribers, five times the number of about a year ago.

To achieve that growth, Viewtron made some major changes. It expanded beyond its initial South Florida market, offered a broader range of services and eliminated monthly or minimum subscriber fees. Users now pay only for the amount of time they hook up to Viewtron via local telephone call to a telecommunications packet-switching network or long distance telephone line.

Another major change in Viewtron's marketing strategy was to de-emphasize use of the dedicated AT&T Sceptre terminals once required to receive the service. Today, most people getting Viewtron use various kinds of personal computers equipped with special software that Viewdata provides inexpensively or sometimes gives away.

Ashe said Viewtron has become "primarily a service for the computer hobbyist" and people with special interests such as financial news. It is "not so much a publishing medium as a communications medium," he said.

To accommodate customers, Viewtron is letting subscribers electronically talk to one another through services like electronic memos and a version of a conference call that uses personal computers instead of telephones.

Viewtron's heaviest concentration of users remains in South Florida, with the next-highest in Pittsburgh, Ashe said. On Dec. 1, Viewdata and one of its partners, Scripps Howard, which owns The Pittsburgh Press, began offering a package of Viewtron and local news [presstime, Nov. 1985, p. 46].

On Jan. 1, Viewtron completed the national rollout it started three months earlier by becoming available in New England to personal computer owners. The service's entry into that region had to be delayed until Viewdata dissolved its partnership with Affiliated Publications Inc., Ashe said. Affiliated, which publishes The Boston Globe, had unsuccessfully sought assurances in 1985 that Viewtron would remain in business through this year.

After spending heavily to start Viewtron, Knight-Ridder put between $15 million and $16 million in the service in 1984 and a little more than $13 million in 1985.

The investment will be less this year, Ashe said. And with subscriber rolls growing and costs decreasing, Viewtron is "getting close to breaking even," he said.

—Barbara J. Friedman

ANPA reaffirms 'Diversity Principle'

Amid an intensifying debate over what rules should apply to telephone companies, the ANPA Board of Directors has re-emphasized its position that the phone companies' role in information transfer should be limited to transmission.

The ANPA Board issued the following statement on telecommunications policy at its Jan. 20-22 meeting in Key Largo, Fla.

"ANPA first issued a Statement of Principle on telecommunications public policy matters in February 1981. That statement was reaffirmed in January 1982 [presstime, Feb. 1982, p. 12].

"After careful review of public policy and market developments during the past four years, ANPA once again reaffirms its support for the 'Diversity Principle.' That principle states that telephone companies that control transmission facilities ought to be barred from acquiring any interest in or control over the information content flowing over their facilities.

"Despite pleas to remove restrictions now in place against the Bell Operating Companies, there is no apparent justification for doing so in the area of electronic information services. In fact, the diversity of electronic information sources available to the American people could be significantly reduced as a result of BOC entry into the field.

"ANPA urges public policymakers and the BOCs to concentrate on enhancing the *transmission* capabilities of the local phone companies, and leave to free competition among others the development of information services provided over those facilities.

"ANPA expresses no view on other restrictions on the BOCs and whether or not some ought to be lifted. Information diversity and a robust marketplace of ideas are simply too important to risk monopolization or anti-competitive conduct, and these restrictions must remain firmly in place." □

Need for separate subsidiaries emphasized

The Federal Communications Commission should continue to require that telephone companies use separate subsidiaries to offer more than basic telephone service, ANPA said Jan. 21 in comments filed with the commission.

The comments are part of a rule-making, called "Computer III," that could substantially affect regulation of telephone companies [presstime, Dec. 1985, p. 41].

Support for the separate-subsidiary requirement stems from ANPA's position that control of transmission conduits and information moving through them must remain separate. [See Statement of Principle, this page.] Otherwise, telephone companies would have more incentive to discourage competition in electronic information services, with the effect that the public would have fewer sources of information, the Association said.

"Structural separation still provides the most effective means of ensuring vigorous competition in markets providing information sources," ANPA added. □

WHAT'S BLACK AND WHITE AND RED ALL OVER?

A newspaper without Mutual Insurance.

A newspaper can end up in red ink due to a number of financial calamities: libel suits, invasion of privacy suits, strikes, and catastrophic events that are simply unique to the newspaper industry. Without proper coverage, any one of these can force a newspaper to close.

The Mutual Insurance Company of Hamilton, Bermuda, has been protecting the newspaper industry from financial loss for over twenty-five years. Founded by an Act of the Parliament of Bermuda, effective March 30, 1961, Mutual provides ANPA-member newspapers with libel and strike insurance, policies for special needs, and seminars on the prevention of libel and privacy suits.

Mutual Insurance Company's experience and total commitment to serving the unique insurance needs of the newspaper industry are unsurpassed; that's why more than 700 daily newspapers in the U.S. and Canada turn to Mutual for the protection they need. They know that Mutual keeps newspapers in the black and white, and out of the red.

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Providing Protection For The Press

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COURTS

Results of Iowa libel project to be released at symposium

The ANPA/American Bar Association Task Force will sponsor a libel symposium March 21 in New York City.

To be held at the Marriott Marquis, the daylong event is titled: "A National Symposium on Libel: Is Litigation the Best Way for Our Society to Resolve Disputes Over Claims of Libel?"

The symposium will feature a presentation of the final report of the Iowa Libel Research Project by project team members Randall P. Bezanson, Gilbert Cranberg and John Soloski, all of the University of Iowa.

Other speakers will include Task Force Co-chairman Katharine P. Darrow, general counsel of The New York Times; James K. Batten, president of Knight-Ridder Newspapers Inc.; Louis D. Boccardi, president and general manager of the Associated Press; William R. Burleigh, vice president and general editorial manager of Scripps Howard; Charles W. Nutt, executive editor of The Courier-News of Bridgewater, N.J., and New York Times columnist Anthony Lewis.

The $100 registration fee covers continental breakfast, lunch and symposium materials. For more information, contact Deborah Weixl at the ABA, 750 North Lake Shore Drive, Chicago, Ill. 60611, (312) 988-6126.

COURT BRIEFS

• An **antitrust suit** against The Lawrence (Kan.) Daily Journal-World was dropped Dec. 31 by the plaintiff, Telegraphics Inc.

Telegraphics, publisher of a shopper, had filed the suit in 1984, charging the Journal-World with anti-competitive conduct in connection with the daily's total-market-coverage program [presstime, March 1984, p. 31].

Journal-World lawyer Phil M. Cartmell said the newspaper "made no financial payment or commitment to the plaintiff."

• The 3rd U.S. Circuit Court of Appeals Dec. 30 upheld the constitutionality of Pennsylvania's **shield law** that allows reporters to protect their confidential sources.

• The Indiana Court of Appeals Dec. 16 upheld a trial court decision that the state's newspaper sales and use tax exemption applies to **advertising supplements** printed for insertion and delivery in newspapers. The state is seeking a rehearing.

• A survey by the American Society of Newspaper Editors found that although half of the libel suits filed against daily newspapers during the past three years were considered by editors to be of the nuisance variety, **countersuits** were seldom filed.

The 229 editors responding to the poll reported 506 libel actions, 253 of which they categorized as nuisance suits. Yet only 13 countersuits were reported, most of which were pending at the time of the poll.

• In a recent development relating to libel countersuits, Kanawha County (W.Va.) Circuit Judge Herman G. Canady denied a motion by The Charleston Gazette to **recover legal fees** from a lawyer whose client unsuccessfully sued for libel [presstime, Aug. 1984, p. 31]. The Gazette is considering an appeal to the state Supreme Court of Appeals, a lawyer for the paper said.

• Putnam County (Tenn.) Criminal Court Judge Leon Burns Jr. put Charles Denning, executive editor of the daily Herald-Citizen of Cookeville, on a two-year **pretrial diversion** after Denning admitted taking 38 copies of The Dispatch, a thrice-weekly competing newspaper, from a newsrack.

Denning had been indicted on two counts of petty larceny in the case [presstime, Dec. 1985, p. 39].

In applying for diversion, which is an alternative to a trial, Denning said he thought taking extra copies was an "accepted or professional courtesy" between competing newspapers.

• The Pennsylvania Newspaper Publishers Association, in conjunction with the Pennsylvania Society of Newspaper Editors, has produced a 90-minute **videotape of a mock libel trial**. The half-inch, VHS format tape, which comes with a written transcript, may be rented for $65 or purchased for $100 by contacting John Skillan at PNPA, 2717 N. Front St., Harrisburg, Pa. 17110, (717) 234-4067.

REGULATIONS

Compliance checks urged for EPA rules on storage tanks

Newspapers with underground storage tanks on their property should make sure they comply with requirements of a new U.S. Environmental Protection Agency regulation, according to Richard W. Neergaard, ANPA manager/environmental services.

The EPA rule requires storage-tank owners to notify the proper state agencies by May 8 if the tanks ever stored petroleum or substances defined as hazardous under the federal Comprehensive Environmental Response, Compensation and Liability Act.

At newspapers, underground tanks are most often used to store fuel for fleet vehicles, Neergaard said.

The regulation, a copy of the notification form and a list of the agencies designated to receive notifications appeared in the Federal Register Nov. 8, 1985. Copies are available from the ANPA environmental services staff at The Newspaper Center, Reston, Va. □

Agencies disagree on need to study VDT safety

The National Institute for Occupational Safety and Health is appealing a rejection by the Office of Management and Budget of a proposed study to determine whether there is a connection between video display terminals and birth abnormalities.

NIOSH had announced plans for such a study in late 1982 [presstime, Jan. 1983, p. 14].

David J. Eisen, director of research and information for The Newspaper Guild, said the union has sent a letter to NIOSH Director J. Donald Millar in Atlanta supporting the appeal.

OMB disapproved the study under the Paperwork Reduction Act. □

Polygraph order sought

The Reporters Committee for Freedom of the Press Jan. 8 asked President Reagan to make public a national security directive he signed Nov. 1 related to polygraph tests of government workers with access to classified information. □

Better access urged in Japan for correspondents there

The Japan Newspaper Publishers and Editors Association has urged Japanese journalists to give foreign correspondents greater access to news sources, particularly formal press briefings.

At issue are some exclusionary practices of "Press Clubs," the major organizations through which Japanese journalists work. The matter has been a point of controversy in Japan for many years.

Under the "clubs" system, only reporters who are members are allowed access to official sources for coverage of a government official, government agency, private company or even a baseball team.

In practice, this excludes nearly all foreigners—as well as many journalists from smaller Japanese dailies, weeklies or monthly publications—from obtaining timely, first-hand information from official sources.

Contrary to U.S. custom, where coverage of events such as press conferences is arranged through news sources, in Japan coverage is controlled by several hundred such clubs, some of which date from the late 1800s.

The policy statement adopted by the publishers and editors association (also known as Nihon Shinbun Kyokai, or NSK) came as a "direct result" of a protest last April by two organizations—the Foreign Correspondents' Club of Japan and the Foreign Press in Japan.

Urging the changes, NSK cited the "growing importance of Japan in the international society" and the need to "cooperate with foreign correspondents in news gathering activities so that information about Japan will be widely and accurately disseminated."

The new policy was announced in December. By late January, the association's representative in the United States, Hisao Komatsubara, reported that no press clubs had changed their rules as a result of the policy statement, but that several had made inquiries about it.

There are currently 370 foreign correspondents assigned to Japan.

It was a dangerous year for journalists

Violence against journalists increased markedly in 1985.

According to Freedom House of New York City, an independent group monitoring freedom around the world, 31 journalists were killed while working in 11 countries—15 of them in the Philippines. This contrasts with 21 killed in 1984.

The number of abducted journalists nearly tripled (13 versus five the previous year); victims of beatings and other forms of harassment more than doubled (76 versus 31); and detentions increased by nearly 50 percent (109 versus 72) (*presstime*, Feb. 1985, p. 32).

Among U.S. journalists around the world, the 1985 toll was one dead and two missing.

In only one category of actions against individual journalists—government expulsions—was a decrease noted (nine in 1985, compared with 22 the previous year).

There was also a decrease in the incidence of formal acts of censorship. This coupled with the growing violence against journalists raised the issue of "self-censorship," Freedom House said.

"Investigative reporting is notably diminished in a climate of violent attacks on the news media," the organization observed. "As a consequence, the flow of information to the public is impeded."

Meanwhile, the London-based International Press Institute characterized 1985 as a year dominated by "terrorism and the media's coverage of it."

In introductory remarks to its annual country-by-country report on press freedom, IPI commented that efforts to cut off "the oxygen of publicity" from acts of terrorism or revolution have precisely the opposite effect. "Experience has shown that silence builds up mystery and proves the best breeding ground for violent action."

In their generally bleak assessments of violence against individual journalists, the groups did note several victories on the procedural front last year.

- A landmark decision against licensing of journalists by the Inter-American Court of Human Rights.
- Creation of a "hotline" for endangered journalists by the International Committee of the Red Cross.
- A lessening of rhetorical support in United Nations forums, particularly UNESCO, for implementing a "new world information order."

Inter-American court gets another issue: 'right of reply'

Just two months after delivering what was hailed as a stunning free-press victory against licensing of journalists, the Inter-American Court of Human Rights conducted a hearing in January on another significant journalistic issue.

The new question before the court involves the application of the "right of reply" provision in the American Convention on Human Rights to its 19 Latin-American signators.

This controversial concept means guaranteeing individuals or governments a right of reply whenever they feel a news account misrepresented their points of view. Western press groups have maintained that this could increase government control over the press.

"This idea has a long history—and none of it is good," said Dana Bullen, executive director of the World Press Freedom Committee. "It's good practice to give all sides of a story, but no one should mandate or legislate what should be carried in newspapers."

According to Charles Moyer, secretary of the court, a decision "very well might come out" in May.

The request for what is called an "advisory opinion" came from the Costa Rican government, which also originated the request in the licensing matter.

The U.S. Supreme Court addressed a "right of reply" question in the 1974 case *Tornillo v. Miami Herald*. The court unanimously ruled as unconstitutional a Florida state statute requiring newspapers to give political candidates free space for reply when the newspaper "in its columns assails the personal character" of a candidate.

Publisher exceeds limit on ownership

Conservative publisher Robert Hersant defied French law by purchasing another newspaper, Le Progres of Lyon, in January.

The law prohibits individual ownership of more than 15 percent of nationally distributed newspaper circulation or 15 percent of the circulation of France's provincial press (*presstime*, June 1984, p. 43).

Hersant already owns 38 percent of the circulation of the national press, including Le Figaro, and 20 percent of the country's regional circulation.

Questions abound as governors change route for USPS

BY TONDA F. RUSH

For each of the 11 floors of the U.S. Postal Service headquarters building in Washington, D.C., there must have been at least one rumor floated in early January about the future of Postmaster General Paul Carlin's tenure. They concurred in only one prediction: short.

So it was no surprise to postal-watchers to arrive at the January open session of the USPS Board of Governors meeting to find that the predictions had come true. What was surprising was that not only was Carlin absent, but a stranger sat in his chair next to Board Chairman John McKean.

If the governors had intended to convey a message of swift, decisive control over the course of USPS in 1986, they couldn't have done better by erecting a guillotine in the hall.

Why Carlin was asked to leave so abruptly has been subject to numerous interpretations. McKean, in a press conference called during the open meeting, attributed the decision to "long-term economic planning" and hinted that he expects the interregnum of Albert V. Casey to produce budget surpluses sufficient to free USPS finally of any taxpayer support whatever, which it continues to receive for unfunded pensions left over from the days before reorganization and for subsidies of preferred mailers. The grapevine had it that Carlin, who had brought to the job a reputation for tough-minded personnel management earned during postal reorganization, simply had not rolled enough heads quickly enough to suit the governors' desire to reduce levels of bureaucracy.

Some observers have speculated that a feud over ZIP+4 versus optical character readers for sorting addresses had contributed pressure toward Carlin's removal. Others suggested Carlin had done what the governors wanted, which was to allow them to run USPS, and when they saw what that produced, they didn't like it. McKean's official reasons were fiscally based.

Whatever the reasons, the outcome was the appointment of Casey, who retired last March as chief executive officer of a rejuvenated American Airlines, and was, from 1963 to 1974, president of The Times Mirror Co. He resigned from the Times Mirror Board of Directors and from other private sector involvement to accept the USPS position, it was reported.

Casey was questioned closely about his intentions. How long did he plan to stay? Was he there to perform surgery on USPS and then turn the convalescence of the patient over to a successor? Casey, responding to questions during the press conference with quips and short answers, said:

"The primary goal of any chief executive is to arrange for his successor.

If I'm good, I'll stay[six months. If I'm not, nine months."

It was later confirmed that Casey's plans definitely call for him to depart USPS by September, and the governors even now are searching for a more permanent successor.

But this "interim" postmaster general is not your typical "lame duck." He is charged with resolving the challenges that did in Carlin and, further, resolving them in short order.

Casey will learn that as head of the $30 billion, multi-layered quasi-government agency, the movement of 140 billion pieces of mail a year has become a job not only of fighting rain and snow and sleet and dark of night, but also of dealing with:

- A labor force of 750,000 that is widely seen as paid more than private sector counterparts.
- A changed transportation system complicated by air deregulation.
- A bevy of postal competitors, including newspapers.
- A rising chorus of policy-makers, including some on the board of governors, who would like to see pieces of USPS—and maybe the whole thing—farmed out to the highest bidder.

Casey may look over his shoulder to find not only Federal Express gaining on him [after having to help out USPS during the last Christmas rush] and United Parcel Service, which is vigorously battling a new USPS effort to reclaim the cream of the parcel business, but also some within the newspaper business who wonder whether the Postal Service is a fair husband of its mail monopoly [presstime, Jan. 1986, p. 20]. The belief within the Postal Service that bulk business mail is its primary growth market puts it at log-

Associated Press

McKean (right) introduces Postmaster General Casey at press conference.

Rush is an ANPA assistant general counsel whose specialties include postal matters.

gerheads with newspapers and forces a confrontation with ANPA's belief that the first-class mail monopoly provides a financial cushion for USPS to hold down advertising mail prices.

How Casey plans to meet these challenges remains to be seen. McKean, after explaining that Casey would see little day-to-day interference from his board, was nevertheless reluctant to allow Casey to dig himself in very deeply at the initial press conference. During one round of questions about competition with newspapers, Casey had only a breath of a second to respond before McKean cut him off.

"Postmaster General Carlin thought the Postal Service was in competition with newspapers for advertising," a reporter commented. "Do you agree?"

"Certainly newspapers are only one form of competition," Casey began. But McKean interrupted: "That question incorrectly states Mr. Carlin's position." McKean urged the interrogator to direct his questions to the board rather than to pursue the absent Carlin. So the reporter did.

"The board's position is that all classes of mail should be properly costed," McKean said, "and that's the only way to respond to newspaper publishers' comments with regard to third-class mail." On that ambiguous note, the subject hung.

With six to nine months to satisfy a restless board of governors that the American public is seeing a return on its postal investment, Casey will be a busy man. He appears unconcerned about the job before him. Asked why he took it, he replied: "I was unemployed."

He will be a popular person, as measured Washington-style by invitations and telephone calls. One of those early invitations likely will be to Capitol Hill where members of the House Post Office and Civil Service Committee will try to learn more about his plans for the Postal Service. That committee has already tried once since reorganization to reassert direct control over postal rates.

Casey's challenge will be to blunt any repeat of that action while imposing his set of tough, corporate principles on the unwieldy USPS giant. And Congress—which still harbors several sacred cows such as six-day delivery—may prove less receptive to Casey's approach than is the current crop of postal governors.

Advo wins 2nd-class TMC case

The Postal Rate Commission Jan. 24 sided with Advo-System Inc. in its complaint against daily newspapers' practice of mailing total-market-coverage publications via second-class mail.

The commission agreed with the direct-mail firm that newspapers should have a separate mail permit for "plus," or second-class TMC, issues. It recommended that the governors of the U.S. Postal Service implement such a rule.

Newspapers engaging in the second-class TMC practice currently do so under the same permit used to mail all other issues. ANPA Assistant General Counsel Tonda F. Rush said another permit would impose such a heavy "administrative burden" on publishers that they likely would stop second-class TMC delivery.

The Association expressed disappointment over the decision. ANPA Executive Vice President Jerry W. Friedheim said, "It is a bad precedent to allow the USPS to make a separate set of rules for a single issue of a newspaper to suit the competitors of daily newspapers."

Another free paper loses rates battle

Another free newspaper, The Weekly of St. Louis, has lost its court challenge of rules prohibiting it from using low, in-county, second-class postal rates.

It joins two other free-newspaper companies that so far have been unsuccessful in attempts to overturn what they claim are unconstitutional U.S. Postal Service rules. One of those papers has asked for U.S. Supreme Court review. A fourth company has yet to receive a ruling on its federal court case [presstime, Jan. 1986, p. 27].

U.S. District Judge William L. Hungate granted a Postal Service motion to dismiss The Weekly case, saying his court lacks jurisdiction. He did not address First Amendment arguments of the newspaper.

The Weekly was owned by Times Publications when it filed suit in early 1985, but one of its attorneys said the company's assets have since been sold. The Weekly continues to be published but by another company.

The possibility of further action in the case was uncertain at press time.

ICC again exempts boxcar joint rates

The Interstate Commerce Commission has decided once again to exempt from regulation boxcar joint rates—those implemented by two or more railroads.

In other developments regarding the ICC, the commission recently opened a proceeding on penalty rates, and congressional hearings are scheduled this month on the Reagan administration's plan to abolish the agency.

Regarding boxcar rates, the ICC elected to retain its authority on an after-the-fact basis to hear complaints filed by railroads against alleged monopolistic rail pricing by other railroads.

A federal appeals court last August vacated that part of the ICC's January 1984 decision to exempt boxcar freight rates from regulation only as the decision applied to joint rates. The court remanded the proceeding to the ICC [presstime, Nov. 1984, p. 55].

On the matter of penalty rates, the ICC will determine whether such rates assessed by railroads against shippers or receivers for undue retention of freight cars should be partially or totally exempted from regulation.

ANPA's Newsprint and Transportation Department is studying the impact on newspapers.

And in Congress, hearings will address a draft budget compiled by the Office of Management and Budget calling for the elimination of the ICC by 1987 and the transfer of some of its functions to the departments of Transportation and Justice.

The commission was created in 1887 to regulate railroad rate and operating practices.

Conrail offer extended

Norfolk Southern Corp. has extended through March 31 its purchase offer for Conrail.

Senate consideration of the Conrail sale could be completed this month. The schedule for review by the House is uncertain [presstime, Nov. 1985, p. 62].

Contract status

Labor contracts with 11 railroad nonoperating unions are still to be negotiated [presstime, Jan. 1986, p. 39]. All of the unions are in mediation except the Railroad Yardmasters of America.

Six states now tax some form of advertising, but the number taxing newsprint and ink declines

A new ANPA survey of taxes affecting newspapers shows only slight changes from a similar survey conducted in 1981.

Three states tax newspaper run-of-paper advertising, the same number as in the Association's earlier study [presstime, Dec. 1981, p. 16].

However, there have been changes. In Arizona, a tax on advertising was repealed in 1982 and was phased out as of Jan. 1 of this year. West Virginia has been added to the list of states that tax ROP advertising. The other states on that list are Hawaii and New Mexico.

The previous study did not chart taxes on preprinted advertising inserts. The new study shows that three states tax inserts, although ROP advertising is exempt. Those states are Arkansas, Connecticut and Wisconsin. Courts in Kansas and Indiana recently upheld decisions not to tax preprints.

The same 12 states found in 1981 to tax some aspect of circulation continue to levy such taxes, according to the latest study.

Since the 1981 survey, two states have shed newsprint and ink taxes. They are Iowa and Minnesota. The U.S. Supreme Court in 1983 struck down the Minnesota taxes as discriminatory [presstime, Aug. 1983, p. 42].

In 1984, a state court ruled that Iowa's taxes were unconstitutional [presstime, Oct. 1985, p. 46].

The most recent survey was conducted by Kevin Grant, ANPA state relations coordinator.

Grant noted that state legislatures convened in 41 states in January, with three more scheduled to begin by mid-April.

In a number of them, he reported, tax measures may be considered.

• In New Mexico, the State Taxation and Revenue Department has recommended to the Legislative Tax Study Committee that the gross receipts tax exemption on newspaper sales be eliminated.

• In Maine, a bill to remove the tax exemption for newspaper sales is pending before a committee.

• In Florida, a bill has been introduced to discontinue existing sales tax exemptions, including those affecting newspapers.

In addition to the chart reprinted below, Grant has compiled a more comprehensive state-by-state report of taxes affecting newspapers. That report includes the type of taxes, tax rates and details of their application.

He also has prepared a report on tax legislation introduced in state legislatures during 1985 and on tax-related actions taken during the year by state administrative agencies and the courts. Copies of both reports may be obtained by contacting the ANPA Government Affairs Department at The Newspaper Center, Reston, Va. □

State sales and use taxes affecting newspapers

	Advertising	Circulation	Newsprint/ink
Alabama	Exempt	Subject to tax	Exempt
Alaska[1]	None	None	None
Arizona	Exempt	Subject to tax	Exempt
Arkansas	Subject to tax[2]	Exempt	Exempt
California	Exempt[3]	Exempt[3]	Exempt
Colorado	Exempt	Exempt	Exempt
Connecticut	Subject to tax	Exempt	Exempt
Delaware	None	None	None
District of Columbia	Exempt	Exempt	Exempt
Florida	Exempt	Exempt	Exempt
Georgia	Exempt	Subject to tax	Exempt
Hawaii	Subject to tax	Subject to tax	Subject to tax
Idaho	Exempt	Subject to tax	Exempt
Illinois	Exempt	Exempt	Exempt
Indiana	Exempt	Exempt	Exempt
Iowa	Exempt	Exempt	Exempt
Kansas	Exempt	Subject to tax	Exempt
Kentucky	Exempt	Subject to tax	Exempt
Louisiana	Exempt	Exempt	Exempt
Maine	Exempt	Exempt	Exempt
Maryland	Exempt	Exempt	Exempt
Massachusetts	Exempt	Exempt	Exempt
Michigan	Exempt	Exempt	Exempt
Minnesota	Exempt	Exempt	Exempt
Mississippi	Exempt	Exempt	Exempt
Missouri	Exempt	Exempt	Exempt
Montana	None	None	None
Nebraska	Exempt	Exempt	Subject to tax
Nevada	Exempt	Exempt	Exempt
New Hampshire	None	None	None
New Jersey	Exempt	Exempt	Exempt
New Mexico	Subject to tax	Exempt	Exempt
New York	Exempt	Exempt	Exempt
North Carolina	Exempt	Subject to tax	Exempt
North Dakota	Exempt	Exempt	Exempt
Ohio	Exempt	Exempt	Exempt
Oklahoma	Exempt	Subject to tax[4]	Exempt
Oregon	None	None	None
Pennsylvania	Exempt	Exempt	Exempt
Rhode Island	Exempt	Exempt	Exempt
South Carolina	Exempt	Exempt	Exempt
South Dakota	Exempt	Exempt	Exempt
Tennessee	Exempt	Exempt	Exempt
Texas	Exempt	Subject to tax	Exempt
Utah	Exempt	Exempt	Exempt
Vermont	Exempt	Exempt	Exempt
Virginia	Exempt[5]	Subject to tax[6]	Exempt
Washington	Exempt	Exempt	Exempt
West Virginia	Subject to tax[7]	Subject to tax[7]	Exempt
Wisconsin	Subject to tax[2]	Exempt	Exempt

[1]State imposes no sales or use tax, but some localities impose such taxes that are applicable to sale of newspapers and advertising.

[2]Preprint advertising only is subject to state sales tax.

[3]Los Angeles City Council imposes a business license tax based on gross receipts from advertising and circulation revenues.

[4]Tax applies only to mail subscriptions.

State Department of Taxation issued a June 1, 1985, to July 1, 1986, advertising sales tax regulation, it contains a specific exemption from the sales tax for advertising production that is included in a newspaper's space charges.

[6]Tax applies only to street sales.

[7]Subject to gross receipts tax. "Carrier delivered" newspapers exempt.

Study shows reporters are now more careful in use of confidential sources

BY GUIDO H. STEMPEL III

The U.S. Supreme Court's 1972 *Branzburg* decision made use of confidential sources risky. The Janet Cooke case raised questions about whether the practice is ethical. The 1985 credibility study by the American Society of Newspaper Editors indicated a majority of the public disapproves of the use of confidential sources.

Has all this made any difference in the use of confidential sources? A Florida study indicates it definitely has. One hundred reporters—10 each at the 10 largest dailies in the state—were asked in a 1974 mail survey about their use of confidential sources. Ten years later, the survey was repeated. In each case, 48 reporters replied. They were not, of course, the same 48 reporters, but the two groups were similar demographically.

While 33 percent of the reporters in the 1974 study said they were using confidential sources at least once a week, only 12 percent in the 1984 study said they were using them that often. And while 56 percent of the 1974 respondents said they would be "seriously hampered" if they could not use such sources, only 23 percent of the 1984 respondents said so.

While consulting with the editor before using a confidential source is apparently now more common, only a third of the reporters in the 1984 survey said they *always* consult with an editor before using a confidential source. The study, by Byron St. Dizier of the communication studies faculty at the University of Alabama-Birmingham, appeared in the Summer 1985 Newspaper Research Journal.

• • •

Ever since the Reardon Report in 1968, journalists and members of the legal profession have been talking about free press-fair trial almost every time they get together.

Now a University of Wisconsin study suggests the issue may not be as critical as the unending dialogue suggests.

Robert E. Drechsel surveyed trial court judges in Minnesota and in an unidentified New England state about their perceptions of press-bench problems. Two-thirds of the Minnesota judges and 78 percent of the judges from the New England state replied.

The responding judges do not see interference with a fair trial as their biggest problem with the press. It in fact was outranked by four other concerns. Most often mentioned was inaccurate or incomplete reporting, cited by 43 percent. Next came biased reporting and sensationalism, each mentioned by 14 percent, and then lack of knowledge of the judicial system, mentioned by 13 percent. Only 3 percent of the judges said interference with a fair trial was the main problem.

The study was reported in the Summer 1985 Journalism Quarterly.

• • •

There have been a number of studies in recent years suggesting that television colors the viewers' perspective on crime. A study in the Summer 1985 Journalism Quarterly compares the views of crime of those who depend primarily on newspapers for news with those who depend primarily on television.

Newspaper readers were more likely to consider poverty a main cause of crime, while television news viewers were more likely to cite flaws in the court system as the major cause. Television viewers were less likely to consider societal ills a cause.

Perhaps the most important finding was that those who read a newspaper once a week or less were more likely to be afraid they would become a victim of crime than were respondents who read a newspaper twice a week or more. More frequent newspaper readers thus seem to have a more realistic view of that risk.

The study was made by two Howard University faculty members—Carolyn A. Stroman of the Urban Studies Department and Richard Seltzer of the Political Science Department. □

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

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Editors assess differences in 'credibility' surveys

After a series of studies showing the public questions the credibility of the press, many were surprised that a broad study released by The Times Mirror Co. in January began with the line: "There is no credibility crisis for the nation's news media."

Just nine months earlier, a study commissioned by the American Society of Newspaper Editors had this opening phrase: "Three-fourths of all adults have some problem with the credibility of the media" [presstime, May 1985, p. 36].

While there were many similarities in the conclusions drawn by the two studies, this apparent contradiction was rooted in different definitions of "credibility."

• The Gallup Organization, which conducted the research for Times Mirror, defined "credibility" in advance as "believability."

• ASNE's polling firm, MORI Research, allowed its definition to take shape as the study progressed. "We used a people's definition of 'credibility' to see which things clustered in people's minds rather than trying to impose our own definition," said MORI President Kristin McGrath.

Both studies found public dissatisfaction centered on what Gallup termed press behavioral "performance"—if reporters are considered rude or intrusive or uncaring—rather than on the actual quality of their work.

"If you read beyond the first paragraph, I see no conflict whatever with ASNE research," said David Lawrence Jr., chairman of ASNE's Credibility Committee and publisher and chairman of the Detroit Free Press.

"What concerns me is people are going to be diverted by sentences such as 'There is no credibility crisis for the nation's news media because (in the Times Mirror study) 'credibility' is defined as 'believability,'" he said.

"My concern is more than 'Do people believe what they read?'" Lawrence added. He said his concern includes: "Are we arrogant? Are we accurate and fair? Are we independent? How well understood are we? All of those [questions], in my opinion, play an enormous role in a broader definition of credibility."

Also commenting on the Times Mirror study was ASNE President Robert P. Clark, vice president-news for Harte-Hanks Newspapers. "I don't want to put it down, but it kind of disturbs me that this national study says we don't have a problem when I think we do," he said.

Rather than dwelling on behavioral "performance" issues, the Times Mirror study focused on another aspect of credibility—"independence." It noted that "only 47 percent of the American people believe the press is pretty independent," and "61 percent say the press is often influenced by the powerful—including such institutions as the federal government, big business, advertisers and special-interest groups.

"In the public mind, all these *external* pressures on the press are far more important than internal problems in explaining bad practices," Michael Jay Robinson, director of the Media Analysis Project at George Washington University, said at a Washington, D.C., press conference Jan. 15.

While some people in the media questioned the need for additional studies on "credibility," however it is defined, others welcomed the new or corroborative information provided.

"I think what we need is more sharing of information between and among a lot of organizations—rather than 'a singular study that answers all questions for all time,'" said Everette E. Dennis, director of the Gannett Center for Media Studies at Columbia University.

Particularly useful in the Times Mirror study, said Dennis, is its highlighting of what he calls the "noise numbers" issue. "The gross numbers are not as important as what people are saying and what influential people are saying," said Dennis, who has made a study of institutional attitudes toward the press a "major project for the year" at the Gannett Center.

In November, the center released a survey of 50 years of research in the field, as well as several new studies, all part of a two-year study of public trust in the mass media.

Although the Times Mirror study concluded that 70 percent of the public was supportive of the press, Gallup President Andrew Kohut noted: "Critics are much stronger in their criticism than supporters are in their support. This may help explain why members of the press perceive much less support in the public than actually exists. They attract mostly silent and passive supporters and very vocal and active critics." *Marcia Ruth*

Selection begins for space shuttle journalist

A panel of working journalists and journalism educators this month begins sifting through the 1,700 applications received from individuals who would like to be the first journalist in space.

About two-thirds of the applications were received after the Jan. 15 deadline, but they had been postmarked on or prior to that date and therefore qualified for consideration, according to the Journalist-in-Space project's public affairs coordinator, Jack Bass.

The Association of Schools of Journalism and Mass Communication is administering the initial selection process [presstime, Nov. 1985, p. 56]. In the first phase, eight journalists will be chosen from each of five U.S. regions. These 40 nominees then will attend a five-day orientation-evaluation beginning March 31 in Washington, D.C., after which five finalists will be picked for consideration by a National Aeronautics and Space Administration committee.

The timetable calls for the journalist/astronaut and his or her backup to be announced on April 17, with training at NASA's Johnson Space Center in Texas to begin in May. The space shuttle flight with a journalist aboard will be this fall.

NIE Week March 3-7

Once again, newspapers are gearing up for Newspaper in Education Week.

In preparation for the fourth annual observance, March 3-7, ANPA Foundation is mailing all ANPA member newspapers a series of four camera-ready advertisements and a reproducible poster to use in promoting the event.

The materials feature cartoons by Jim Davis, who draws the "Garfield" cartoon strip.

NIE Week is sponsored by ANPA Foundation and the International Reading Association.

El Paso daily makes literacy paramount, wants to share program with others

The El Paso Herald-Post has embarked on a multi-faceted literacy campaign that its editor believes may be the most comprehensive community-wide effort ever made in the literacy area.

Jay Ambrose also hopes his newspaper's program can serve as a model for the newspaper business.

"We think illiteracy is an extraordinarily devastating problem for our society and that children today aren't learning to read as well as they should," he said.

Ambrose got the idea for the campaign after hearing a speech last summer by Stephen D. Krashen, professor of linguistics at the University of Southern California. "He just simply said there is nothing more important in the intellectual development of a child than reading."

Excited by the remarks, Ambrose went back to the newspaper (evening circulation 31,358) and wrote a column suggesting a "Year of the Printed Word."

Evidently, he struck a nerve. The response to his suggestion was "more enthusiastic than anything I have encountered in 20 years in the newspaper business," he said. "Lots of people had ideas."

Originally planning to focus on helping children to read, he enlarged the scope of the effort to include adult illiteracy after learning that El Paso Community College was going to launch an anti-illiteracy program.

Sandra P. Tate, coordinator of the college's Literacy Education Action program, calls the Herald-Post campaign "absolutely marvelous."

"In essence what the newspaper has been able to do is raise the consciousness level in the community," she said. This has made the school's task of finding volunteer tutors easier.

Tate praised the newspaper for its "very steady" efforts on the issue. Not a week, hardly even a day, goes by when something on the subject does not appear in the Herald-Post, she said. Ambrose commented: "We have something on the issue every day."

A daily cartoon developed by a local college educator advises parents how to teach their pre-school children to read.

Once a week, the newspaper's "News You Can Use" column features tips from another local educator on how parents can improve their children's reading skills. That column also occasionally contains an item on word usage aimed at adult readers.

In addition, the Herald-Post's education reporter writes a weekly literacy column. Ambrose believes it may be the only such column run on a regular basis.

The newspaper also has carried a series on the problem of adult illiteracy in El Paso County, which borders on Mexico. Among other things, it cited U.S. Census data suggesting that 29 percent of the 25-and-over population—106,115 people—are functionally illiterate.

In the course of the campaign, the newspaper has linked up with local TV stations in "rather surprising ways," Ambrose said. For example, it worked with one station on preparing the illiteracy series, "the idea being this is a big social problem in the city, and why not put aside competitiveness on, at least, this one thing?"

Television is key to the success of an anti-illiteracy program, he added. "When you are talking about reaching illiterates, you are not going to reach them through newspapers, for obvious reasons."

Ambrose initially thought the campaign could be done without adding to the newspaper's budget. He has since determined that the program, which started last September and will run through the rest of this year, will cost $40,000. Half of that amount pays for a staff person dedicated to the program. The rest is going to various activities.

The other activities the Scripps Howard daily is spearheading include:

- Sponsoring a contest aimed at having every child in the city read at least 100 books by the end of the school year. Youngsters enter the contest by filling out coupons that appear in the newspaper. Prizes—in the form of books—will be awarded in several categories.
- Distributing free books. "If you make the right connections, there are literally millions of books out there to be had," Ambrose said. Book publishers get a tax write-off if they give away their merchandise instead of keeping them in inventory, he explained. About 100,000 books published in New York City—some for children, others for adults—will be given away in El Paso under the guidance of a community committee. "Our intention is to get these books primarily to disadvantaged children," Ambrose said. "Our slogan is 'A book in every home.'"
- Sponsoring a "readathon" and a reading day. It held both in 1985 and plans to improve upon them this year.
- Establishing an El Paso Authors Hall of Fame.
- Planning a day-long conference for parents on what they can do to encourage their children to read.
- Encouraging every local business and school to schedule a 10-minute reading break at least weekly.

The newspaper also is organizing a Business Consortium for Literacy. "What I want to do is institutionalize some of the programs we are doing this year," Ambrose said.

To further his goal of serving as a model program, Ambrose plans to compile a booklet on the Herald-Post's program and send a copy to every newspaper in the nation.

"We're not there yet, but I think by the time we are finished we will have discovered how to do this pretty effectively," he said. "We can then share it with others."

—Margaret Genovese

Community volunteer reads to children in Herald-Post's "Reading Day in the Park" program last fall.

Same-day coupon promotion test yields little additional redemption

The Newspaper Advertising Bureau has found in a three-market experiment that "same-day promotion" of newspaper coupons does not substantially affect coupon redemption, newspaper circulation or product sales.

This finding is contrary to fears expressed by some advertisers with regard to promoting the monetary value of coupons on the day they are offered. Those fears include making it difficult to anticipate the extent of redemption and inviting "misredemption"—misuse—of coupons.

Newsrack placards touted possible savings.

At issue is a longstanding conflict between newspaper and advertiser members of the Audit Bureau of Circulations over rule C 1.14, which for 30 years has prohibited same-day promotion of coupons in the paper worth more than half the purchase price of the newspaper itself [press-time, Aug. 1985, p. 42].

With the evidence of this relatively small survey in hand—three markets served by the Harris-Teeter grocery chain—NAB has asked the ABC Board of Directors to allow expansion of the test to a multi-state area and a variety of stores.

The September test involved newspaper promotion of the coupons in Charlotte and Raleigh, N.C., and no promotion at the third site, Charleston, S.C.

"The whole reason for the test was [that] ad agencies were saying this would totally disrupt the marketplace," said Uldis Grava, NAB vice president and director of marketing services. But instead of feared increases of "threefold, fourfold or fivefold," the test shows small increments in circulation, redemption and purchasing.

"We have made the point that we don't have an increase of that [feared] size," said Grava. "But the only test that makes sense is to make the whole marketplace decide, so let's take a three- or four-state region so we can judge for ourselves."

ABC President and Managing Director David Keil indicated this might be an issue on which his organization's advertiser and ad agency members could be receptive to the position long held by newspapers.

"Heavy coupon advertisers really want to look at the research and the findings and have a chance to digest them," said Keil.

A full report of the three-market test will be presented to the ABC board at its meeting March 5. □

Newspapers not affected by Sears shift

Sears Roebuck & Co., long one of newspapers' largest advertisers, has announced an increase in its magazine budget for 1986.

But newspaper publishers need not worry. The incremental funds for magazines will be drained from broadcasting, not newspapers, according to the nation's third leading national advertiser in 1984, the last year for which figures are available.

"Newspaper advertising is the single largest element of our advertising budget, as it has been all along, and it will continue to be," said Kathleen Gucfa, Sears assistant director of national news.

In 1984, about $500 million of Sears' total advertising expenditures of approximately $750 million went to newspapers. Of this total, about 85 percent was in preprints, with the rest going for run-of-paper advertising. □

A primer on the Advertising Council

BY CRAIG C. STANDEN

When the War Advertising Council was founded in 1942 with the objective of putting American advertising to work helping win World War II, the Newspaper Advertising Bureau was one of the six original members.

Although the war ended, the idea of public service by the advertising industry did not. The War Advertising Council became the Advertising Council, and one of the finest ideas ever to come out of American business came into existence.

Forty years later, the Advertising Council and its advertising campaigns in the public interest play an important role in American life—and a *vital* role for many worthy organizations and causes. In 1984, working with a budget of less than $1.2 million contributed by business, the Ad Council generated more than $804 million worth of advertising space and time contributed free by the media, for 30 public service campaigns.

America's newspapers have always played a major role in the Ad Council's activities, with 83,110 council ads being run free in newspapers in 1984. Eight newspaper advertising executives are members of the council's board of directors, and one of them, Vance Stickell of the Los Angeles Times, is vice chairman. Yet despite this heavy involvement many newspaper advertising and business people know very little about what the Ad Council is or how it works.

Every year, the council receives more than 400 requests for advertising campaign support. Its staff measures each request and sponsoring organization against a number of criteria: Is it non-commercial, non-denominational and non-political? Is it national in scope and applicable to all Americans? Is it of significant national importance? Does it lend itself to effective advertising? Can advertising help solve the problems posed by the request? These tests are applied rigorously; most requests fall short.

Once a request is accepted by the council's board of directors, it is assigned to a volunteer advertising agency and a volunteer campaign coordinator—usually a corporate advertising or marketing execu-

Standen, president of the Newspaper Advertising Bureau in New York City, is a regular contributor to presstime.

tive—who oversees the agency's work and keeps things moving. When the agency's proposed ad campaign has been approved by the coordinator, the client organization and a council representative, the ads are then produced and distributed to the media.

Volunteer agencies really work hard on their Ad Council accounts. They consider them as showcases for the agency's creative talent, and because of the heavy media exposure most council campaigns receive, they put their best creative and account people to work on them. Some of the most memorable ad campaigns of the last 40 years have been produced by the council.

Six "clients" have been involved with the council for 25 years or more. The oldest, Forest Fire Prevention, was one of the original War Advertising Council clients in 1942. Smokey the Bear and his payoff line, "Only you can prevent forest fires," are among the best-known of all advertising ideas. Other long-time "clients" are the Red Cross (since 1945), the United Way (1946), Religion in American Life (1949), Aid to Higher Education ("Give to the college of your choice," 1957), and the Peace Corps (since its birth in 1961).

More recently, the council has been responsible for such memorable campaigns as "A mind is a terrible thing to waste," for the United Negro College Fund (since 1972), McGruff the Crime Dog and "Take a bite out of Crime," (1978); "Drinking and driving can kill a friendship," for the National Highway Traffic Safety Administration (1983); and "Keep the torch lit," for the Statue of Liberty's centennial (1983). One of the newest campaigns, and one which draws applause when it is presented to business audiences, was launched last year by a new non-profit organization, Citizens Against Government Waste. The current ads are headlined, "If the government were a business, it would be out of business."

Ad Council campaigns don't just do good, they also get results. To cite just three examples:

- Since 1942, the acreage destroyed by forest fires has been reduced by an impressive 80 percent, even though more than twice as many Americans are using our forests, and far more intensively, than they were in 1942.
- Council ads, the only advertising used by the Peace Corps since it was founded, have helped recruit more than 120,000 volunteers to serve in 91 countries.
- The United Negro College Fund raised $290.2 million between 1972 and 1984, in large part because of the Ad Council's messages and the generous contributions of space and time by the media.

The NAB is proud to be a part of the Advertising Council, and all of us in the newspaper business can be proud of our contributions to its work.

If you'd like to know more about the council's current campaigns—or have repro proofs of newspaper ads for any or all of them—call Tim Fowler of the council at (212) 758-0400. And if you're interested in making a contribution to the council's support, as so many newspapers already do, call Jean Dean at the same number. □

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USA Today wants Fas-Fax to report national newspapers' bulk sales

Gannett Co.'s USA Today, which heavily promotes bulk—or as it calls them, "blue chip"—sales, wants them listed in the Audit Bureau of Circulations' widely used publication, Fas-Fax.

The newspaper has asked ABC to change its reporting in the semi-annual Fas-Fax so paid circulation for a national newspaper would appear in two categories: general circulation and bulk. Currently, bulk sales—copies purchased at a discount by, for example, hotels and airlines that give them to customers—are excluded from Fas-Fax.

Fas-Fax is "sort of what everybody uses as the bible in circulation," USA Today President Lee J. Guittar said.

USA Today adds bulk sales and general paid circulation to come up with the figure it uses in setting advertising rates. By counting bulk sales, it recently reported circulation of 1.35 million compared with 1.17 million as published in the most recent Fas-Fax.

The proposal to include bulk sales in Fas-Fax is part of Gannett's campaign to gain recognition for bulk sales as legitimate paid circulation. Gannett sent its proposal to ABC "some months" ago, Guittar said, and the company is waiting to see what the audit bureau will do.

David Keil, ABC's president and managing director, said he could not comment on a member's request other than to say it was being considered.

However, he said his staff is looking into ways general and bulk circulation might be counted together for a national newspaper.

Should that occur, the question then would be whether USA Today would qualify as a national newspaper by ABC standards. Currently there are no specific criteria for that designation. However, Keil said the ABC board has asked the bureau staff to outline a definition of what constitutes a national newspaper. Keil, as managing director, has been responsible for judging whether a newspaper should be classified as national.

Treatment of bulk sales is only one source of Gannett's unhappiness with the audit bureau. Another stems from the ABC board's policy against bureau involvement in audience or readership research. Complaints about auditing methods led in recent months to the withdrawal from ABC of 15 newspapers, all but one of them owned by Gannett [presstime, Jan. 1986, p. 41].

This elicited two statements of support for ABC that were issued Jan. 6—one from 51 executives of newspaper companies and the other from The Times Mirror Co.

The signers of the former statement included executives of the Chicago Tribune, The Washington Post, the Houston Chronicle, Scripps Howard, Cox Enterprises, Dow Jones & Co., A.H. Belo Corp., Multimedia Newspapers, Donrey Media Group and Lee Enterprises.

"Although we may disagree with some of the ABC rules, it is our intention to work toward resolving these problems within the established framework," they said. "It is our firm conviction that publishers and advertisers need a strong independent guarantee of standardized circulation data."

Vincent E. Spezzano, publisher of the Times-Union and Democrat and Chronicle of Rochester, N.Y., which pulled out of ABC, said that statement, far from indicating support, showed "this group wants changes within ABC."

In another matter, the ANPA/Newspaper Advertising Bureau—ABC Liaison Committee Dec. 31 offered several suggestions on how ABC might revise its bylaws to avoid excessive legal costs arising from lawsuits over circulation audits. The ideas include an additional level of appeal within ABC and provisions for the bureau's legal fees to be borne by publishers judged to have been at fault. □

Safe Driving Campaign for 1985 still open

Newspapers may still join the 1985 Safe Driving Campaign cosponsored annually by ANPA and the International Circulation Managers Association. Applications are due March 1. For information, contact ANPA's Newsprint and Transportation Center in Reston, Va. □

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NEWSPAPER STUFFER
660

Conference plans move P.D.Q.

"Interface '86—People, Developments and Quality" will be the theme of the 58th Annual ANPA Operations Management Conference & Exposition June 21-25 in Atlanta. A sub-theme is formed by the abbreviation for "People, Developments and Quality"—P.D.Q., which in common parlance stands for "pretty damn quick."

Planning for the event is "about 80-percent" complete according to OMC&E Arrangements Committee Chairman Joseph M. Ungaro, president and general manager of Westchester Rockland (N.Y.) Newspapers Inc.

In a report to the ANPA Technical Committee Jan. 15, Ungaro said more than 230 exhibitors have signed up for 267,000 square feet of exhibit space for the five-day Exposition.

If the latter figure holds, it would make the Atlanta event the biggest ever in terms of display space. Last year's show in New Orleans set the current record of 265,000 square feet.

Both the Exposition and the Conference sessions will take place in the Georgia World Congress Center. An expansion project there has been completed since the ANPA trade show was last held in the building in 1984.

More than 10,000 people are expected to attend this year's event, according to ANPA Director/Technical Services Peter P. Romano, who serves as conference director.

Ungaro said his committee believes the Atlanta meeting "is going to be very informative, with a lot of the latest developments in key areas like pagination, flexo, mailroom options, quality control and color."

He added: "It's going to be worth attending for the broad update," not only by production managers but also by personnel from other newspaper departments.

ANPA has reserved 6,050 rooms in nine Atlanta hotels. The newly opened Marriott Marquis and the nearby Atlanta Hilton will be co-headquarters hotels. Other official Conference hotels are Hyatt Regency, Ibis, Holiday Inn-Downtown, Marriott-Downtown, Omni International, Ritz-Carlton and Westin Peachtree Plaza.

The expanded Georgia World Congress Center (foreground) is close to Atlanta's hotel and office towers.

Special hotel rates are available for Conference goers. Housing forms and advance information on the Conference & Exhibition will be mailed to member newspapers and others in March.

Free shuttle bus service will be provided from all Conference hotels to the World Congress Center, where registration will take place.

Registration should be expedited this year because of two innovations. The first is preregistration, which has never been available before. The other is a computerized registration system that will generate Conference badges and other materials.

Registration fee will be $35, according to Ungaro, an increase of $5 from last year.

For the second year, presstime will sponsor a two-mile "fun run" for people registered for the Conference & Exposition and their families. It will be staged Sunday morning, June 22.

The tentative program for the three days of sessions follows:

Monday, June 23

Ungaro will chair the opening General Session on "People and Management." David E. Easterly, publisher of The Atlanta Journal and The Atlanta Constitution, will give the welcoming address.

Alvah H. Chapman Jr., who will be nominated at the Association's April Convention in San Francisco to serve a one-year term as chairman and president, also will address the session. Chapman is chairman and chief executive officer of Knight-Ridder Newspapers Inc.

Subsequent speakers will discuss "Effective Management for the Eighties," "Hiring Your Next Production Managers" and "Team Building—What Kind of Management Is Needed for the Total Electronic Newspaper."

Five concurrent workshops will follow on these topics: "Managing Telecommunications (It's More Than Just Phones)," "Facing Building Expansion," "Management Asks the Tough Questions About Flexo," "PCs—Panacea or Pandemonium," and "Health and Wellness in the Workplace."

Tuesday, June 24

Larry D. Strutton, executive vice president, operations for the Los Angeles Times, will chair the General Session on "People and Quality." Speakers will address "Quality and Success: Why Is Quality in All Aspects of Our Operations an Important Issue Today?," "Quality Is Revenue," "Quality Control: How Do You Set Up a Quality Control Department?" and "Commercial Printers Do It All the Time and Better."

Four concurrent workshops will follow on "Pre-press Quality: From Newsroom to Negative," "Color Separation and Graphics: What Equipment is Available, How to Pick What's Best for You, Operator Training Programs," "Print Quality," and "Quality in the Mailroom."

Wednesday, June 25

The General Session on "Pagination" will be chaired by Norman P. Dusseault, vice president and general manager of the Times Publishing Co. of St. Petersburg.

The session will begin with a panel discussion on "Pagination: Where Do We Stand?" Then speakers will talk about "Justification: Can You Make Pagination Pay?" and "Ad Markup Systems: What's Available and Where Do They Fit Into the Total Picture?"

Four concurrent workshops will address the topics "Typesetters: Buy Now or Wait?," "Ad Makeup Systems—A Candid Look," "Getting Your Sunday Paper Out the Door and Delivered," and "Automatic Newsprint Handling." □

ANPA panel backs plan to substitute red pigment; problems cited with low-rub inks

The ANPA Technical Committee has approved a recommendation by the National Association of Printing Ink Manufacturers that a pigment known as "Permanent Red 2B" be used to make some AD-LITHO™ and AdPro® inks that previously contained "Red Lake C."

At its Jan. 14-15 meeting at The Newspaper Center in Reston, Va., the committee also was alerted to problems some offset newspapers are having with low-rub-off ink made from "treated" oil.

Both the pigment substitution and the move to treated oil in the formulation of news inks were prompted by the federal Occupational Safety and Health Administration's "hazard communication" standard that took effect Nov. 25. It requires that hazardous chemicals in the workplace be labeled and that workers be trained in their safe use.

In the case of Red Lake C, tests by the National Toxicology Program found that large doses of the pigment caused spleen cancer in male laboratory rats [presstime, Dec. 1985, p. 36].

Because of that situation, Permanent Red 2B will be used to formulate inks for the 1986 ANPA ROP color ink book, which advertisers and newspapers will use as a guide to getting desired color in run-of-paper advertisements.

On the matter of low-rub inks made with treated oil, several executives of offset newspapers complained at the meeting that they are having problems with them. Some said they had stopped using the inks altogether.

In late January, the director of Gannett Co.'s production operations said he would recommend to Gannett management that Gannett newspapers return to standard, treated-oil inks.

"We are having too many problems at the sites with regard to runability" of the low-rub inks, said Donn L. Wheeler, who surveyed Gannett production sites. According to Wheeler, all offset sites had gone to low-rub, as well as some letterpress locations.

The chief complaint, he said, was ink buildup on pipe rollers and blankets.

Excessive buildup can lead to wrinkling of the newsprint web and other problems.

Gene McDavid, chairman of the committee's Newspaper Ink Study and Research Task Force, told presstime he believes the problems arose when the ink companies changed to inks formulated with treated oil—a move encouraged by the newspaper business because untreated oil would have required a cancer-hazard warning label under the hazard communication standard.

"The change of the oils caused some of the low-rub formulations to change their operating characteristics," said McDavid, vice president and general manager of the Houston Chronicle. The Chronicle has stopped using low-rub ink on its one offset press, he said.

Spokesmen for major ink manufacturers contacted by presstime said they are aware of customer problems with their inks and are working to solve them.

The ink companies confirmed that a major complaint involves ink buildup on rollers and other press parts. But two of the manufacturers said the change in oils is not causing the buildup problem.

According to David D. Chan, regional manager-east for Flint Ink Corp., users of low-rub ink formulated with the previously marketed untreated oil also complained about buildup.

Chan said it is not oil but resin—the ingredient that yields the low-rub characteristic—that causes the buildup. Where newspapers using standard ink might clean their pipe rollers every two or three days, newspapers using low-rub ink may need to clean them after each day's press run, he said. "If they want low-rub, they are going to have to give a little extra maintenance," he added.

Andrew J. McDonnell, market manager, newspapers, for J.M. Huber Corp., agreed with Chan's assessment. McDonnell said newspapers may be linking the buildup problem to the new oil because the big move toward low-rub ink coincided with the change in oils.

One ink manufacturer, however, is not so sure there is not a connection between the new oil and the ink buildup problem. "My feeling is, it probably has a relationship," said Herbert L. Edelman, vice president, operations, for U.S. Printing Ink. However, he added, there no longer is any low-rub ink being made with the untreated oil to serve as a reference point.

The manufacturers said that despite the problems, many newspapers are successfully using low-rub inks.

ANPA will offer its technical facilities to ink firms for testing, said George Ca'hau, ANPA director-technical research.

In other committee business:

• McDavid reported that ANPA has purchased a color computer, which will assist in analyzing colors for the new color ink book.

• Bill R. Gulledge, chairman of the committee's Computer Task Force and vice president of information services of Harte-Hanks Communications Inc., said one of his panel's top priorities for 1986 will be the development of a standard computer protocol for transmitting advertising information from ad agencies to newspapers.

• Michael Stern, chairman of the Environmental Task Force, said 1984 data on newspapers' accident and safety records would be distributed by the end of January and 1985 information will be solicited in February. Stern, production manager of Syracuse (N.Y.) Newspapers Inc., also said that a description of a model "wellness" program for employees will be available this spring.

—*Margaret Genovese*

Charles R. Blevins of Gannett Co. reports to Technical Committee.

N.Y. Times reaps big savings through energy program

The New York Times is saving about $400,000 per year at its Carlstadt, N.J., printing plant through an energy-management system and recovery of heat generated from the incineration of plant wastes.

"While our return on investment is in the range of 30 percent," said Joseph Petzko, director of operations, "there are important [environmental] benefits as well. We are cutting our consumption of natural gas, oil and electricity, as well as reducing landfill requirements."

Petzko said the energy-management and heat-recovery measures have reduced annual natural gas consumption by about 258,000 therms and eliminated the need for about one million kilowatt hours of electricity.

The increased energy efficiency came after the Times in 1981 commissioned Lockwood Greene Engineers Inc. to audit energy use at the plant, which prints about half the newspaper's daily circulation and produces and serves as distribution center for the Sunday editions.

The Lockwood Greene report outlined many possible operating changes, with the energy-management system and incinerator with waste-heat recovery the only ones that required significant capital. Both were installed in 1983 after the Times evaluated the recommendations and authorized the design.

With the savings realized, the new equipment virtually has paid for itself, Petzko said.

Manufactured by Johnson Controls, the so-called "multiplex" energy-management system consists of remote units that monitor and control operating equipment through exchange of information with a computer at a central station. Use of remote units adjacent to the plant's equipment reduces wiring costs, and additional remote units can be added easily as more equipment is installed or brought under the system's control.

The central station has the computer, operator's screen and a keyboard, which is situated in the administrative office to permit changes to energy-management strategies as desired.

The system uses two printers to record information generated on the screen; one printer is near the control unit and the second is in the operating engineer's maintenance shop to permit quick action in emergencies.

System hardware is designed to implement six control strategies:

- Limiting electrical use to predetermined levels or below.
- Cycling electrical equipment on and off for short periods.
- Shutting off unneeded electrical equipment.
- Turning equipment on at optimum times.
- Resetting temperatures automatically on air conditioning units in the offices.
- Monitoring temperatures, such as in electrical transformer rooms, to detect potential malfunctions.

The Lockwood Greene analysis contains several scenarios for burning wastes generated at the Carlstadt plant. Management decided to sell marketable wastes but to burn those that would be costly to dispose of in a landfill.

The incinerator selected can burn as much as 800 pounds of waste paper per hour in a continuous operation, with a scheduled monthly shutdown for maintenance. Waste paper is placed into a hopper and fed continuously into the incinerator. Waste ink is stored in a tank and later burned.

Waste entering the incinerator is burned in the primary chamber at 1,000 degrees Fahrenheit in a starved-air environment. Hot gases and unburned particles then are transferred to a secondary chamber, where the introduction of more air pushes the temperature of the gases to 1,500 degrees and ignites previously unburned particles. Auxiliary natural gas burners are fired only on start-up to create the necessary temperature or when temperatures fall too low to burn all of the waste.

Exhaust gases from the incinerator pass through a heat-recovery boiler before being discharged into the atmosphere at about 400 degrees. The recovered energy is used to heat and cool the plant's pressroom and to generate domestic hot water.

Ash, which represents about 5 percent of the bulk material, is collected automatically and hauled to a landfill.

A major reason for the Times energy-management and heat-recovery program was the shrinking size of the New Jersey meadowlands landfill used by the Carlstadt plant. It went from 3,700 acres of available landfill in 1974 to less than 200 acres a decade later. The Carlstadt plant responded with technology that will satisfy its needs while contributing to the national goal of energy conservation.

Editor's note: The preceding was submitted in response to ANPA Technical Committee requests for innovative ideas. Send submissions to Alan Tepper, Technical Services Department, at The Newspaper Center in Reston, Va. □

Gene Maggio, The New York Times

Waste paper is collected for burning.

TECHNOLOGY NOTES

• Flint Ink Corp. recently **broke ground on a $12-million research facility.**

The 75,000-square-foot center near Ann Arbor, Mich., will be completed in October.

• Management of Newspaper Electronics Corp. has **purchased a majority ownership** in that maker and marketer of front-end systems for smaller newspapers.

NEC said the leveraged buyout will not affect its U.S. business activities.

• Rockwell International Corp. **purchased Allen-Bradley Co.,** a large manufacturer of industrial controls and automated manufacturing equipment with headquarters in Milwaukee.

A spokesman for the Graphic Systems Division of Rockwell said the line of Goss newspaper products should benefit from the acquisition.

Home-made core unwinder a success

The News Journal of Mansfield, Ohio (evening, circulation 32,700) has built its own newsprint core unwinder using mostly spare parts found around the facility.

"The machine has been in service for a year[now with no apparent problems," according to Production Manager Brian T. Dunn. "It has saved the newspaper at least 50 percent in man hours necessary to remove the paper from the cores."

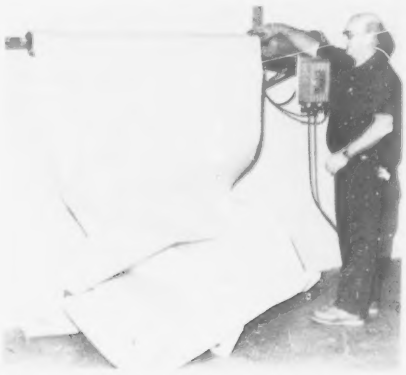
Although commercially made core unwinders are available, Dunn said, their price often is too steep for smaller newspapers.

The News Journal's "electric paper unroller" was the brainchild of Howard F. Miller, the paper's mechanic. He got the idea while filling in for the person who regularly unwinds spent cores.

"I figured there had to be an easier, faster way of doing it," Miller said.

The cylindrical device is made of three metal shafts, a spring, a locking screw, a core holding cushion, an electric motor, a speed controller and wall-mounted brackets.

Most of the parts—such as copper tubing, casings and an old variable-speed electric motor—were found around the building, Miller said. He crafted most of the other parts, including the shafts, at home on his lathe.



Miller demonstrates his invention.

It took Miller two months, working in his spare time, to perfect the device, he added.

The machine can unwind a three-inch spent core in about 30 seconds, Miller said, "so we can unroll 25 to 30 cores an hour."

Dunn said the total cost of the device was about $200, or at least half the price of comparable devices offered on the market.

"It was a very inexpensive way to solve our core unwinding problem," he said. "This is geared to smaller newspapers. All the others on the market were of a heavy duty nature."

Miller said the device is so simply designed that other newspapers could "probably build it, if they had somebody who is mechanically inclined."

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23 firms continue gifts to ANPA

ANPA's technical and research activities benefit from continuing donations of supplies from 23 manufacturers of various products, according to Director Technical Services Peter P. Romano.

He said a new gift from Du Pont Co. of $10,000 worth of graphic products brings to about $60,000 the value of annual donations to the Association, which include the approximately $30,000 in newsprint given each year by paper companies [presstime, Jan. 1986, p. 54].

Ongoing donors are:

Plates and plate chemicals—Anocoil Plate Division, Western Lithotech, 3M Printing Products Division, American Hoechst Corporation, NAPP Systems (USA) Inc., Hercules Inc.

Film and photographic supplies—Du Pont, Chemco Photoproducts Co., Eastman Kodak Co.

Press blankets, press rollers, paste-up supplies—New England Newspaper Supply Co., Midwest Publishers Supply Co., Reeves Brothers Inc.—Graphic Arts Division, Diamond Graphic Service Corp.

Press solvents, press chemicals, etc.—Anchor/LithKemko, Roberts & Porter Inc., Rycoline Products Inc., Graphic Arts Technical and Consulting Services.

Press supplies—Kendall Co., Jomac.

Inks and fountain solutions—Flint Ink Corp., U.S. Printing Ink Corp., General Printing Ink Co., J.M. Huber Corp.

Survey reminder

Deadline for returning questionnaires in the ANPA Annual Capital Expenditures Survey is Feb. 14. The survey is designed to determine member newspapers' expenditures for plant expansions, modernization and new equipment during calendar year 1985, and estimated expenditures this year.

For information, contact the ANPA Technical Services Department at The Newspaper Center, Reston, Va.

TECHNOLOGY CALENDAR

- **The Digital Image**, a conference sponsored by the National Composition Association, will be Feb. 27-28 at the Key Bridge Marriott in Arlington, Va.
- **Graph Expo West**, the biennial graphic arts show, will be March 1-4 at the Los Angeles Convention Center.
- The **Collier-Jackson Users Group** will meet March 1-4 at The Lincoln Hotel in Tampa.
- The Southern Newspaper Publishers Association will hold its **1986 Production Conference** March 9-11 at the Radisson Hotel in Orlando, Fla.
- The sixth annual **Seybold Seminars** on electronic publishing systems will be March 9-14 at the Beverly Hilton Hotel in Los Angeles.
- ANPA's **Pressroom Options III** symposium will be March 18-19 at the Hyatt Regency O'Hare near Chicago.
- The **Atex Commercial Users Group** will meet March 23-26 at the Westin Hotel in Washington, D.C.
- The **Newspaper Hardware Users Group** will meet March 27-28 at the Astro Arena Complex in Houston.
- The **Metro Users Group** will meet April 6-9 at the Lincoln Hotel in Dallas.
- **DRUPA '86**, the international graphic arts show, will be May 2-15 in Dusseldorf, West Germany.

Newspapers act against drugs

Four recent events have intensified the growing concern over possible drug abuse at newspapers and how such situations should be handled.

• At the Nashville Banner, a sportswriter and the chief photographer were dismissed for using "controlled substances" while on assignment.

• At The Kansas City Star and The Kansas City Times, a plan—later withdrawn—to use trained dogs to search for drugs set off a furor in the newspapers' newsroom and prompted a detailed explanation from the chiefs of Capital Cities/ABC Inc., owner of the dailies.

• At the Fort Worth Star-Telegram, three employees were discharged for drug-connected reasons.

• At The Rocky Mountain News in Denver, an undercover investigation into suspected drug use and trafficking at the paper was launched by the company but scuttled after reporters from the paper discovered the plan.

As an indication of the problem, some newspapers are now giving pre-employment physical examinations that include a drug-screening test [presstime, Nov. 1985, p. 58].

Nashville Banner Publisher Irby C. Simpkins Jr. said at a Jan. 19 press conference that the two former employees had admitted using "controlled substances," which he did not identify, and also admitted being present in situations where such substances were being used while on assignment covering sporting events.

Simpkins said their conduct was "improper and in violation of company policy." The Banner, he said, "will not tolerate or condone employees using or being under the influence of controlled substances while working or otherwise representing" the newspaper.

The publisher said the company has an employee assistance program and is not "insensitive" to employee problems. He said both of the dismissed employees were offered an opportunity to receive counseling and to "address the problems" created by their conduct so that they could maintain their employment. "Each declined the company's offer," he said.

The sportswriter had worked for the Banner since 1978 and the photographer since 1981.

"We do not believe that this is an isolated problem only at the Nashville Banner," Simpkins said. "Rather, it is reflective of the larger problem that faces our society as a whole, not just in the sports or media world. The media repeatedly carry stories concerning these problems. . . . If we in the media hold others up to public scrutiny, it is important that we impose similar standards upon ourselves."

Simpkins urged more attention to the problem and said the press should not rest "until the whole story of the impact of controlled substances is told."

At Capital Cities/ABC in New York City, Board Chairman Thomas S. Murphy and President Daniel B. Burke signed the Jan. 13 joint memo to employees in which they explained the company's position, noting that its policy "has recently become the source of some confusion and concern."

The company's "strict" policy with regard to employee drug use during working hours "is not new—nor is it complicated," they said. "It was created in 1984 by a representative group of employees in response to several bad incidents, one of which involved an employee fatality."

The executives said that any employee with a drug or alcohol problem is encouraged to get professional help anonymously at company expense. "We are committed to helping those employees," they said. "Likewise, we have made it clear that we absolutely cannot, and will not, tolerate drug trafficking, drug use or drug possession in the workplace."

> *"It is reflective of the larger problem that faces our society as a whole. . . ."*

Murphy and Burke noted that "mechanisms" are available for employees to get help, "and our emphasis is on encouraging employees with a problem to acknowledge the problem and use those mechanisms."

They said it is the company's responsibility to try to ensure that the workplaces and company vehicles are free of illegal substances. "The methods by which this will be done will be appropriate to the particular situations at our different locations," they said. "The procedures, which will be selected by managers and employees working together, can range from education and observation to active investigation that is within the law and always maintains respect for the rights of the individual."

Capital Cities/ABC said that no testing program exists in the company and that no searches of company premises have taken place. Questions were referred to Kekst and Co., a New York City public relations firm.

In Kansas City Jan. 13, James H. Hale, publisher of the two dailies, dropped the plan to use dogs trained to detect drugs after complaints from newsroom personnel.

A lawyer with a firm that has been involved in many newspaper cases suggested recently that "sniffer" dogs can be effective in drug searches without violating employee rights, and some newspapers have search policies that have caused no dissent from employees or unions [presstime, Sept. 1985, p. 53].

Hale said he received "no negative response from people in the community" to his announced plan to sweep for drugs. He noted the company has 1,600 employees, yet "the only people who complained were reporters and editors."

The publisher said he never intended to open desks and lockers.

"Here," he said, "if we found people on drugs while working, we would try to rehabilitate them." He said there were no plans "at the moment" to test for drugs during pre-employment physical examinations.

At another newspaper owned by Capital Cities/ABC, the Fort Worth Star-Telegram, three employees have been fired in the last eight months for use or possession of drugs. The company declined to say in which department the employees worked.

The Rocky Mountain News incident occurred last summer but has not been widely reported. The undercover investigation of drug use and trafficking at the newspaper was shut down after the operation was disclosed in the newspaper. Reporters from the Scripps Howard daily were investigating allegations that a Denver police sergeant who had a private consulting firm on the side had improperly used the police laboratory and other facilities. The reporters found their newspaper was a client of the sergeant's firm.

—*Clark Newsom*

Violent incidents marred year of relatively few strikes

There were five newspaper strikes in the United States in 1985, but for the first year since 1972, no Canadian papers were struck. By comparison, there were three U.S. and two Canadian strikes in 1984 [presstime, Feb. 1985, p. 49].

The five strikes last year were in New Jersey (two), Pennsylvania (two) and Illinois. No U.S. paper west of the Mississippi River or in the South has been struck since 1981.

For the first time since a 1980 Teamsters strike against the Trenton [N.J.] Times, the beginning of a labor dispute was marked by serious violence again at a New Jersey newspaper.

Trucks leased by The News Tribune of Woodbridge, N.J., were damaged Dec. 31 as about 200 pickets gathered at the newspaper. The violence diminished with a county court's issuance of a temporary restraining order, but sporadic instances of broken windshields and slashed tires continued. The dispute involved 13 newspaper drivers employed by a private distributing company. They were represented by the Newspaper and Mail Deliverers' Union of New York and Vicinity.

The News Tribune was purchased Dec. 27 by Macromedia Publishing Co. of Hackensack, N.J., and picket lines went up at the newspaper that day after the new owners selected a new, non-union distributor. The 13 drivers claimed they were "locked out" by the newspaper.

The U.S. District Court in Newark ruled Jan. 14 that the new owner of the newspaper did not have to recognize the old delivery contract, but picketing continued in late January. The News Tribune has maintained publication and distribution throughout the labor dispute.

Similar violence, but on a larger scale, broke out the morning of Jan. 4, 1986, at the Chicago Tribune, site of another 1985 strike. The violence occurred during a gathering of about 10,000 union members and union sympathizers.

Delivery trucks were damaged by thrown rocks and bricks. Police arrested 37 people. Ten people were treated for minor injuries at the scene, and several others were treated at area hospitals.

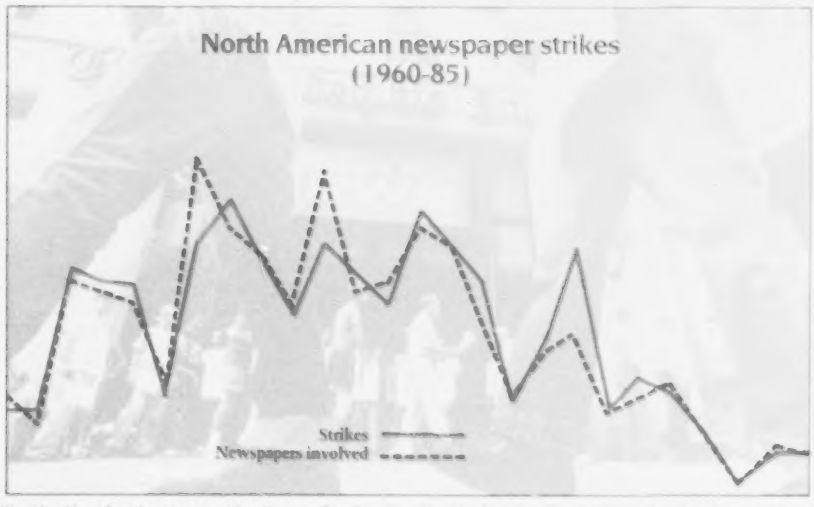
As in Woodbridge, a county court judge issued a temporary restraining order barring the three striking unions in Chicago from blocking entrances and exits.

The Chicago Tribune has continued publication and distribution since the July 18 walkout by about 1,000 printers, pressmen and mailers.

A 46-day strike against The Philadelphia Inquirer and Philadelphia Daily News by the Council of Newspaper Unions ended Oct. 22. The newspapers did not publish during the strike.

There also was a one-day strike by the Teamsters in Philadelphia April 14 that interrupted delivery of the Inquirer.

The fifth strike was called by the International Typographical Union against The Press of Atlantic City. The newspaper continued to publish and distribute, and the three-day strike ended Feb. 24.



NLRB judge issues divided opinion in bargaining case

An administrative law judge of the National Labor Relations Board has recommended that Landmark Communications Inc. of Norfolk, Va., be ordered to bargain with Local 219 of The Newspaper Guild. At the same time, he recommended that charges of certain alleged unfair labor practices committed by the company be dismissed.

The Guild represents editorial employees of The Virginian-Pilot and The Ledger-Star in Norfolk. The employees selected the union as their bargaining agent by a 105-88 vote in a Dec. 23, 1983, NLRB-conducted election.

During 1984, the parties met on nine occasions to negotiate a single contract covering editorial employees at the two papers. Based on charges filed with the NLRB by the union, a complaint was issued against the company alleging, among other things, that the company had violated the Taft-Hartley Act by failing to furnish information requested by the union, by insisting to an impasse on unilateral control of wages and by questioning employees concerning their union activities and sentiments.

Judge Donald R. Holley said he was "unwilling" to find that the company violated the act by going to an impasse on proposals giving it sole control of setting wages.

"In sum," he said, "I conclude that the record reveals that both the company and the Guild bargained hard on the subject of wages during their negotiations. The Guild strenuously sought to cause the company to agree to a schedule of minimums, and the company strenuously sought to cause the Guild to agree its merit-pay system should be used to determine the wages of employees during the term of any agreement reached."

The judge also found, however, that the company violated the act by polling employees to ascertain their union sentiments, by refusing to furnish information concerning persons that the company contended were supervisors and by refusing to bargain over the issuance of company parking lot stickers.

Although the latter issue "is a close one," Holley said that parking benefits are a form of wages subject to bargaining.

Neither the company nor the union filed exceptions to Holley's decision.

Hampton Roads Newspaper Guild and Landmark Communications Inc., JD-288-86.

Labor/management cooperation urged at conference

Cooperation between management and unions, based on trust and equity, "is essential" if the United States is to succeed economically, U.S. Department of Labor official Stephen I. Schlossberg told the seventh annual ANPA Labor and Personnel Relations Conference.

His theme fit well with many of the other messages presented at the Jan. 6-8

Rick McCarthy, San Diego Union-Tribune

Stephen I. Schlossberg

conference in San Diego where subjects explored included cooperative efforts in the newspaper industry such as "quality circles," job-sharing, joint union-management committees and training programs.

"Enlightened capitalism is the wave of the future," said Schlossberg, who is deputy undersecretary of labor for labor-management relations and cooperative programs.

While it will be difficult to break the adversative pattern of the past, he said, there are experiments going on today, such as sharing of information and joint problem-solving, that could change the future. "Unions were organized for a voice in the system," noted Schlossberg, a former general counsel of the United Auto Workers union.

A program for improving workers' health was explained by William L. Coors, chairman and chief executive officer of Adolph Coors Co. in Golden, Colo. He described the self-insured health, or "wellness," program at his company where employees are helped to maintain their health through a stress management center. Coors was followed by a workers' compensation panel that discussed claims arising from tangible and intangible causes.

More than 100 newspaper executives attended this year's conference. Next year it will be Jan. 11-13 in Boca Raton, Fla. □

Court denies arbitration stay

A dispute between the Chicago Tribune and paper handlers at the newspaper apparently will go to arbitration following an unsuccessful effort by the newspaper to get a stay of an arbitration order.

The 7th U.S. Circuit Court of Appeals denied the Tribune's request to stay pending appeal of a federal district judge's order requiring arbitration of the dispute with Local 2 of the Graphic Communications International Union, which represents the paper handlers.

The union's grievance concerns the company's decision to bypass the union's hiring hall, or "callroom," in hiring workers. The company's control of hiring is a key issue in the current strike against the Tribune by two other unions representing mailers and pressmen. (See story, p. 55).

"Arbitration is supposed to be swift," the court said. "It will not be swift if orders to arbitrate are routinely stayed pending appeals from those orders."

The court added that "the only harm that an order to arbitrate does is to make the party against whom the order is issued litigate a dispute in a forum not of his choosing."

(Graphic Communications Union v. Chicago Tribune Co., USCA7 No. 85-2383) □

Settlement reached in 'comparable worth' case

Washington state and the American Federation of State, County and Municipal Employees have reached a tentative settlement of the union's so-called "comparable worth" lawsuit.

Under the agreement, the union will withdraw its petition for a rehearing by the 9th U.S. Circuit Court of Appeals, which last September overturned a district court ruling that upheld the union's claim against the state for pay increases for certain state employees. [presstime, Oct. 1985, p. 52].

In return, the state agreed to a plan to provide pay raises totaling $480 million over the next seven years to state employees in female-dominated job classifications. The settlement does not provide for back pay.

In its 1985 session, the Washington legislature set aside $41.4 million for pay adjustments effective April 1, 1986, in an effort to settle the lawsuit. The agreement is subject to approval by the legislature and by U.S. District Judge Jack E. Tanner, who had ruled in 1983 that the state discriminated in compensation on the basis of sex when it paid less for predominantly female jobs than for predominantly male jobs requiring equivalent or lesser skills.

The state Senate ratified the agreement Jan. 21, and it is pending in the House. □

ANPA Director/Technical Research George Cashau (right) explains press control panel to officials of The Newspaper Guild during a tour of The Newspaper Center. From left are Richard J. Ramsey, executive secretary of the union's contract committee; ANPA Executive Vice President Jerry W. Friedheim, J. William Blatz, director of Guild field operations, Guild President Charles A. Perlik Jr. and David J. Eisen, Guild director of research and information.

Arbitrator upholds dismissal for work-release violation

An arbitrator has sustained the dismissal of a Baltimore Sun paper handler who had received a jail sentence and was participating in a work-release program.

The arbitration is believed to be the first in the newspaper business where a urine test for drug use was involved (*pressatime*, Nov. 1985, p. 15).

By agreement between company and union attorneys the case was expedited: It was heard Dec. 3, 1985, and Arbitrator Joseph M. Sharnoff gave his decision the following day in a conference telephone call.

The grievant had received a 90-day jail sentence for driving without a valid license. The company subsequently agreed to let him work under the program which required that he return to Baltimore County's work-release facility after completing his shift. He was discharged after he failed to report for work Sept. 13, 1985.

Arbitrator Sharnoff found that when the grievant returned to the facility Sept. 13, the officer in charge noted alcohol on his breath. A urine specimen was taken, and the urinalysis showed traces of both alcohol and marijuana.

The obligation to remain drug- and alcohol-free is one of the conditions of the work-release program. The grievant was taken out of the program and transferred to a detention center after the results of the urinalysis were obtained.

Sharnoff noted that the grievant had participated in a company-paid chemical addiction rehabilitation program in lieu of being discharged in 1984 for reporting to work in an "unfit" condition.

The arbitrator said he could not agree with the position of the grievant's union, Local 31 of the Graphic Communications International Union, that his incarceration and subsequent loss of work-release privileges made his absence "involuntary" and therefore excusable.

Comment period extended on reporter exemption

The U.S. Labor Department's Wage and Hour Division has extended to March 21 the comment period on the question of whether newspaper reporters should be recognized as "professional" employees exempt from coverage under the Fair Labor Standards Act. The division had set Jan. 21 as the deadline for receiving comments.

Meanwhile, trial began Jan. 22 in U.S. District Court in Concord, N.H., on the Concord Monitor's contention that its reporters are professional employees (*pressatime*, Jan. 1986, p. 59).

Additional arbitration awards

Baltimore Sun, ITU: Joseph M. Sharnoff converted to a one-day disciplinary suspension the three-day suspension of a printer for excessive absenteeism.

Cincinnati Post, Guild: Joseph Krislov upheld the union by ruling that a Feb. 27, 1984, grievance concerning positions exempt from contract coverage is arbitrable.

Manchester (N.H.) Union Leader, Guild: Alexander Macmillan sustained the two-day suspension of a reporter for insubordination.

New York Times, Guild: Milton Friedman upheld the company by ruling that the status of a free-lance photographer did not change to that of an employee because of an increase in his volume of work.

San Jose (Calif.) Mercury News, Guild: Adolph M. Koven converted to a written reprimand the one-day suspension of a reporter for not pursuing a story adequately.

San Jose Mercury News, Guild: Gerald R. McKay ruled that the company did not violate the labor agreement by assigning an employee to perform bargaining unit work on the copy desk as part of a management training program.

Washington Post, ITU: Arnold Ordman ruled that the company wrongfully barred a mailer from returning to work after a doctor certified he had recovered from an on-the-job injury; however, he denied the union's request for back pay.

Washington Post, ITU: Frederick U. Reel reinstated with back pay a mailroom helper who had been fired for leaving work early.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

Psychiatrists will act on reinstatement of discharged printer

The San Jose (Calif.) Mercury News has been directed by an arbitrator to reinstate a discharged printer on the condition that psychiatrists certify he is in "an emotional condition appropriate to his return to work."

The printer was discharged July 29, 1985, following an incident in which he pointed an X-acto knife toward the abdomen of a supervisor. The supervisor backed up, left the composition room and reported the incident to management.

The grievant had been employed at the newspaper since 1969 and had a lifetime job guarantee, subject to discharge for cause. He had been fired in 1983 for "neglect of duty" but was reinstated the next year at the request of Bay Area Typographical Union No. 21, which submitted a letter to the company from a psychiatrist stating that he had recovered from a past mental illness.

Arbitrator Gerald D. Marcus noted that although the grievant presents a problem to the employer, the only disciplinary action taken against him since his reinstatement was a warning notice for negligent work.

The arbiter noted that in the incident that triggered the discharge, the grievant did not actually move toward the supervisor, and that immediately thereafter, he returned to work. It was not surprising that the grievant had a knife in his hand because it was his regular working tool and he had been using it, the arbiter added.

Marcus described the grievant as "a loner" whose "erratic" behavior was disturbing to his fellow employees.

The arbitrator said he was "hardly qualified" to express an opinion concerning whether the grievant required psychiatric care. However, he said, because of the possibility that the grievant did not fully understand the significance of his conduct, his discharge could not be sustained.

At the same time, Marcus directed that before he is reinstated, the printer should be examined by a psychiatrist of his choice and by one selected by the newspaper. Both psychiatrists must certify that the grievant is able to return to work and, if so, under what conditions, such as a period of psychiatric care.

Marcus also ordered the company to make contributions to the union's welfare fund to cover the grievant's medical expenses.

Record set in 1985 for newsprint use

Newsprint consumption by all U.S. users and by U.S. daily newspapers was at record levels in 1985, according to preliminary figures compiled by the ANPA Newsprint and Transportation Department.

All users consumed 11,596,000 metric tons, an increase of 1.4 percent from the previous record of 11,434,000 tons set in 1984.

Consumption by U.S. dailies was up 2.7 percent from the previous years record total of 9,762,084 metric tons (values 8,533,857).

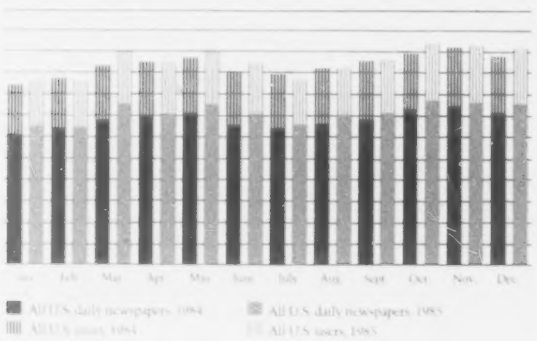
Despite the record U.S. consumption, there were declines in North American production and shipments, reflecting in part, a surge in use of newsprint imported from abroad.

Canadian production for 1985 totaled 8,980,681 metric tons, a decrease of 0.4 percent from 1984. Shipments to U.S. Canadian mills totaled 8,891,661 tons, also a decline of 0.5 percent.

Last years production by U.S. mills was 4,973,138 metric tons, down 2 percent. Shipments from U.S. mills totaled 4,926,876, down 2.7 percent.

Canada's newsprint operating rate for 1985 was 90 percent and in the United States it was 98.5 percent.

Estimated newsprint consumption 1984-85 (thousands of metric tons)



Estimated consumption of all U.S. daily newspapers

Region	October 1985[p]	October 1984	% Change
Northeast			
North Central			
South			
West			
Circulation size			
up to 25,000			
25,001-100,000			
Over 100,000			
October totals			
Region	**November 1985**	**November 1984**	**% Change**
Northeast			
North Central			
South			
West			
Circulation size			
up to 25,000			
25,001-100,000			
Over 100,000			
November totals			
Region	**December 1985[p]**	**December 1984**	**% Change**
Northeast			
North Central			
South			
West			
Circulation size			
up to 25,000			
25,001-100,000			
Over 100,000			
December totals			
Twelve-month totals	9,762,084[p]		

Production

	Canada	U.S.A.	North America
November 1985			
November 1984			
Decrease			
December 1985			
December 1984			
Increase			
or decrease			
Twelve months 1985			
Twelve months 1984			
Decrease			

Stocks

U.S. publishers'	Tonnage	Days' supply on hand	Days' supply in transit
October 1985			
October 1984			
November 1985			
November 1984			
December 1985			
December 1984			
Canadian mills			
November 1985			
November 1984			
December 1985			
December 1984			
U.S. mills			
November 1985			
November 1984			
December 1985			
December 1984			

Estimated consumption of all U.S. users

	1985	1984	% Change
Twelve-month totals			

Shipments

From Canadian mills to	U.S.A.	Canada	Export	Total
November 1985				
November 1984				
December 1985				
December 1984				
Twelve months 1985				
Twelve months 1984				
Increase				
or decrease				
From U.S. mills				
November 1985				
November 1984				
December 1985				
December 1984				
Twelve months 1985				
Twelve months 1984				
Increase				
or decrease				
From North American mills				
Twelve months 1985				
Twelve months 1984				
Decrease				

Speeches

Katharine Graham

Eugene C. Dorsey

Dan K. Thomasson

James V. Risser

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

Terrorism and the Media
Katharine Graham, chairman, The Washington Post Co. The English-Speaking Union of the Commonwealth's Churchill Lecture, London, Dec. 6.

The Importance of Having Minority Journalists in the Newsroom
Gene Roberts, executive editor, The Philadelphia Inquirer. American Society of Newspaper Editors Regional Minorities Conference and Job Fair, Philadelphia, Dec. 13.

In Defense of Advocacy and Activism in American Journalism
Jay T. Harris, executive editor, Philadelphia Daily News. Society of Professional Journalists, Sigma Delta Chi, annual convention, Phoenix, Nov. 15.

Public Attitudes Toward the Press—A Summary
Gallup Organization study commissioned by The Times Mirror Co., Los Angeles. Released in New York City, Jan. 14.

ANPA Telecommunications Round Up: March 1985-October 1985
Kathleen Criner, ANPA director/telecommunications affairs, and Jane Wilson, ANPA assistant director/telecommunications affairs, Reston, Va. ANPA Telecommunications Committee meeting, Washington, D.C., Oct. 8.

The Gannett Foundation and the Gannett Center for Media Studies—What They Are All About
Eugene C. Dorsey, president, Gannett Foundation, Rochester, N.Y. Gannett Center for Media Studies symposium, New York City, Nov. 21.

From the ANPA Newsprint Committee meeting, Pointe Claire, Quebec, Nov. 6:

The Newsprint Industry Today and Future Investment Directions
Brian F. Topp, financial analyst, Midland Doherty, Toronto.

Us and Them: An Investment Analyst's Views
John M. Duncanson, financial analyst, McLeod Young Weir, Ltd., Toronto.

From the Scripps Howard Foundation Roy W. Howard Seminar on Public Affairs Reporting, Bloomington, Ind., Sept. 11:

Journalists' Assignments Should Be to Report What Is Important
Dan K. Thomasson, editor, Scripps Howard News Service, Washington, D.C.

A Discussion of the Press and Public Affairs Reporting
James V. Risser, director, John S. Knight Fellowships and professor of communication, Stanford University, Stanford, Calif.

Record number of dailies sold in 1985

Last year, a record 62 U.S. dailies changed hands in completed or still-in-process sales. That tops by one the 61 sold in 1979.

"The dollars [offered] started to squeeze sellers out of the woodwork," said Barry A. Kaplan, a media analyst at Bear Stearns & Co. in New York City.

But the rush to buy newspapers was just part of a more general stampede to acquire communications properties, particularly television stations. The year saw "an incredible sellers' market chasing media properties in general," Kaplan said.

Some of the biggest sales—like the Evening News Association of Detroit and the Des Moines Register and Tribune Co. to Gannett Co.—were "put into play by some external force," said media analyst John S. Reidy of Drexel Burnham Lambert.

Initial unsuccessful bids from potential acquisitors essentially put those companies on the market. Once the bidding began, shareholders of the privately held companies realized how much they could get for their stock, Reidy noted.

1985's fast sales pace was set early in the year when owners of 16 newspapers sold or agreed to sell the properties during the first quarter [presstime, April 1985, p. 10].

BUSINESS ROUND-UP

And the first quarter of 1986 is also producing interesting activity on the acquisition front.

Most notable was the announcement Jan. 9 that the Courier-Journal & Louisville Times Co. is for sale.

The sale will encompass The Courier-Journal [morning circulation 170,699], The Louisville Times [evening, 128,572], WHAS television and radio, and Standard Gravure Corp., a commercial printing firm. Discord within the owning family led Barry Bingham Sr. to put the company on the market.

In other developments:

• The Colorado Springs Sun may be headed for extinction. Freedom Newspapers Inc., which owns the rival Colorado Springs Gazette Telegraph [combined circulation 104,511], disclosed Jan. 22 it is buying certain assets of the Sun [morning, 45,301] and will close the tabloid if the transaction is approved by the Justice Department.

The Oklahoma Publishing Co., owner of the Sun, has agreed to sell the production equipment, library, subscription lists and the paper's name for $30 million.

Edward L. Gaylord, president of Oklahoma Publishing, said Jan. 24 "there will certainly be no closing of the paper until we hear from the government," and "that could take months."

• The St. Louis Globe-Democrat, which suspended publication Dec. 6, was purchased after seeking protection from creditors under bankruptcy laws in September [presstime, Dec. 1985, p. 51]. A court trustee Jan. 16 accepted a $500,000 check from two local businessmen who bought the newspaper and announced it would restart publication Jan. 27.

The new owners, John B. Prentis and William E. Franke, have said they are prepared to invest more than $4 million in the daily.

• The Federal Communications Commission Jan. 13 cleared the way for Gannett's acquisition of the Evening News Association [presstime, Jan. 1986, p. 62].

• A last-minute attempt to save the Columbus (Ohio) Citizen-Journal failed, and that newspaper ceased publication Dec. 31. Ohio business consultant Nyles V. Reinteld, head of a company that had agreed to purchase the 117,902-circulation morning paper from Scripps Howard, was unable to raise enough money to continue it as an independent operation after a joint operating agreement with The Columbus Dispatch expired Dec. 31.

• Two of the men who participated in the opening but unsuccessful bid for the Register and Tribune Co. bought their first newspaper Dec. 27. Michael G. Gartner and Gary A. Gerlach, former top executives at the Des Moines company, bought the Worthington [Minn.] Daily Globe for an undisclosed amount. It is a six-days-a-week, 16,000-circulation morning paper. □

DAILY GLOBE
MONDAY, JULY 22, 1985
WORTHINGTON, MINNESOTA
Almost there
First steel strike in 25

James L. Vance, Paul D. Gruchow, and Owen Van Essen of Worthington, Minnesota, have sold

The Worthington Daily Globe

To Midwest Newspapers, Incorporated

This represents the first newspaper acquisition by Midwest Newspapers, recently created by Michael G. Gartner and Gary G. Gerlach, formerly executives with the Des Moines Register and Tribune Co.

We are proud to have served as the broker for the sellers in this transaction

Lee Dirks & Associates
313-259-0080

Ranks of U.S. dailies declined by 10 last year

There was a net loss of 10 paid-circulation daily newspapers in the United States last year, compared with a net loss of 11 in 1984. Thus, at year-end, there were approximately 1678 U.S. dailies.

There was no change in the total of 113 Canadian dailies last year, compared with a decrease of two in 1984.

Eight new U.S. dailies were started in 1985. However, 18 others stopped daily publication. Of those 18, seven suspended publication, seven were lost through mergers, and four converted to weekly publication, according to information available to ANPA. (One of the suspended dailies has resumed publication, and another plans to resume shortly.)

Information obtained after publication of last year's report [presstime, Feb. 1985, p. 51] shows that the New Lexington (Ohio) Perry County Today, which was on the 1984 list as a new daily, suspended later that year.

New dailies started in 1985 were:

- Mountain Home (Ark.) Baxter Bulletin (April 1)
- Gainesville (Ga.) Tribune (July 2)
- Eunice (La.) News (N/A)
- Fallon (Nev.) Lahontan Valley News (Jan. 7)
- Marion (N.C.) McDowell News (Oct. 1)
- Woodward (Okla.) News (March)
- Berwick (Pa.) News (April)
- Hilton Head Island (S.C.) Island Packet (Sept. 30)

Suspending were:

- South Gate (Calif.) News-Signal (September)
- St. Louis Globe-Democrat (Dec. 6)
- New York City Tribune (Aug. 26)
- Charlotte (N.C.) News (Nov. 1)
- Winston-Salem (N.C.) Sentinel (March 29)
- Columbus (Ohio) Citizen-Journal (Dec. 31)
- Berwick (Pa.) News (August)

Merging were:

- Pensacola (Fla.) News (with Pensacola Journal—June 3)
- St. Paul (Minn.) Pioneer Press and Dispatch (to all-day publication—Jan. 1)
- Biloxi (Miss.) Sun and Herald (to all-day publication—Oct. 1)
- Binghamton (N.Y.) Press (with Binghamton Sun-Bulletin—Sept. 30)
- Woodward (Okla.) News (with Woodward Press—Oct. 26)
- Johnson City (Tenn.) Press-Chronicle (evening edition merged with morning edition—Sept. 30)
- Bristol (Va.) Herald Courier and Virginia-Tennessean (to all-day publication—March)

Converting to weekly were:

- Burbank (Calif.) Review (April 1)
- Fullerton (Calif.) News-Tribune (Jan. 1)
- Mount Vernon (Ind.) Democrat (May 1)
- Grafton (W.Va.) Mountain Statesman (Aug. 1)

UPI readies reorganization plan

United Press International in late January was preparing to submit to U.S. Bankruptcy Court Judge George F. Bason a "plan of reorganization" that could lead to completion of the wire service's sale and take it out of Chapter 11 bankruptcy in a matter of months.

The plan, which will become a public document once submitted to the court, will be the subject of a public hearing. Then Bason will decide if the plan is worthy of submission to creditors who in turn would have 30 days to decide whether to accept or reject its terms.

UPI officials said the plan must be approved by a majority of the creditors, that majority must account for at least 75 percent of the company's debt.

Meanwhile, efforts of Financial News Network to block the purchase of UPI by Mexican publisher Mario Vázquez-Raña and Houston businessman Joe Russo have been abandoned in favor of a damage suit filed in U.S. District Court against the buyer, UPI and the Wire Service Guild [presstime, Jan. 1986, p. 63]. A cable television programming company that specializes in business and financial news, FNN seeks about $975 million in damages. FNN, which has withdrawn a motion in Bankruptcy Court to submit another bid, claims in its new lawsuit that the defendants conspired to determine the outcome of bidding for UPI.

Other, related lawsuits also are pending, including one in which Vázquez-Raña charges FNN with trying to interfere illegally with the sale.

Buying co-op ends first year in good shape

A purchasing cooperative for independent newspapers and privately owned groups completed its first full year of operation—1985—with more members and orders.

Publishers Associated to Gain Economy, or PAGE, is now making purchases for 71 dailies and seven non-dailies with total circulation of 1.2 million.

Members range in circulation from 6,000 to 130,000, the largest being the Asbury Park (N.J.) Press. According to H. Charles Berky, general manager of the co-op, the average circulation of members is about 30,000. The preponderance of membership is in the Northeast and Midwest.

PAGE, which signed its first supply contract in mid-1984, was organized to enable members to pool their orders and get discounts and rebates otherwise unavailable [presstime, May 1983, p. 65].

Purchasing volume has increased each month, reaching $1.3 million last November, the most recent tabulation available, Berky said.

The cooperative has bought newsprint, ink, press plates and other graphic arts supplies. This year, it expects to purchase $15-million worth of newsprint, Berky said. It also is negotiating a contract for circulation supplies and is exploring ways to make equipment purchases. PAGE will basically expand into "anything that makes sense to its members," he added.

With offices in King of Prussia, Pa., the non-profit cooperative charges members a fee of 1 to 2 percent of each purchase, Berky said. If an operating surplus exists at the end of PAGE's fiscal year, it is divided among members in proportion to their purchases.

Tully resigns after admitting falsities

A new publisher of The Arizona Republic and The Phoenix Gazette to replace Darrow (Duke) Tully had not been named by late January.

Tully resigned Dec. 26, after Maricopa County Attorney Tom Collins told a press conference that he had found no evidence of Tully's claimed service in the U.S. Air Force. Tully subsequently issued a statement admitting that he had never served in the military and resigned as publisher "in the interest of preserving the integrity" of the newspapers.

ANPA *Calendar*

FEBRUARY

Newspaper Executives Marketing Seminar sponsored by ANPA and the International Newspaper Promotion Association
The Houstonian, Houston, Feb. 2-8

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Feb. 3-7

ANPA Newspaper Process Camera Techniques Seminar
The Newspaper Center, Reston, Va., Feb. 3-7

ANPA Postal Committee meeting
Hershey Philadelphia Hotel, Philadelphia, Feb. 4-5

Personnel Management in the Daily Deadline Environment Workshop sponsored by ANPA and the Newspaper Personnel Relations Association
The Hotel Continental, Chicago, Feb. 16-19

ANPA Advanced Management Workshop
Hyatt Sarasota, Sarasota, Fla., Feb. 17-19

ANPA Negotiating Strategy Seminar: Salaried Units
The Newspaper Center, Reston, Va., Feb. 20-21

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., Feb. 24-28

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Sonesta Beach Hotel, Key Biscayne, Fla., Feb. 27-28

ANPA Industry Affairs Committee meeting
Hyatt Regency Long Beach, Long Beach, Calif., Feb. 27-28

MARCH

Managing People in the Circulation Department Workshop sponsored by ANPA, the International Circulation Managers Association and NPRA
Hyatt Regency Austin, Austin, Texas, March 3-5

ANPA Telecommunications Committee meeting
Vista International Hotel, Washington, D.C., March 4-6

ANPA Executive Committee meeting
Washington, D.C., March 6

ANPA Government Affairs Committee meeting
Washington, D.C., March 6-7

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., March 10-14

ANPA Total Newspaper Conference
Don CeSar Hotel, St. Petersburg, March 16-19

ANPA Direct Screen Color Separation for Newspapers Seminar
The Newspaper Center, Reston, Va., March 17-21

ANPA Pressroom Options III Symposium
Hyatt Regency O'Hare, Chicago, March 17-19

ANPA Foundation Newspaper in Education Committee meeting
Los Angeles Hilton, March 18

ANPA Foundation Newspaper in Education Conference
Los Angeles Hilton, March 19-21

ANPA Legal Affairs Committee meeting
The New York Times, New York City, March 20

ANPA/American Bar Association Task Force meeting
New York Marriott Marquis, March 20

ANPA/ABA Task Force Libel Symposium
New York City, March 21

Strategic Planning Seminar sponsored by ANPA and INPA
The Houstonian, Houston, March 23-27

APRIL

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., April 7-11

ANPA Newspaper Process Camera Techniques Seminar
The Newspaper Center, Reston, Va., April 7-11

ANPA

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Richard Nixon to address Convention AP lunch

Former President Richard M. Nixon has been added to the list of headliners who will speak during the 100th Annual ANPA Convention in San Francisco April 21-23.

Nixon will address the annual Associated Press lunch on the Convention's opening day.

In other additions to the program for the Convention week (presstime, Jan. 1986, p. 67), United Press International is organizing a panel discussion on terrorism to be presented at a General Session on Tuesday, April 22. Helen Thomas, UPI White House correspondent, will be among the participants. UPI also plans to be host for a reception April 20, the eve of the Convention.

Richard M. Nixon

Also, the ANPA Convention Arrangements Committee has announced that a new, pre-Convention event, "Expert Centers," will make its debut on the weekend before the Convention formally begins. ANPA staff and other experts will be available April 19 and 20 from noon to 6 p.m. for informal consultation on a variety of subjects. Currently, centers are planned on labor and personnel issues; technical operations; legal; postal and government affairs; advertising and marketing; and insurance.

The "Expert Centers" will be set up in the Fairmont Hotel's Gold Room, where Convention registration also will take place those days from noon to 9 p.m.

Registration information was mailed to Association members in January. Forms should be returned to ANPA by March 15.

Anticipated Program in Brief

Monday April 21	Tuesday April 22	Wednesday April 23
presstime Fun Run		
Eye Opener	Continental Stand-up Breakfast	Eye Opener
ANPA Keynote Breakfast	ANPA Annual Business Meeting	General Session Breakfast
	General Session	Break
Break	Break	General Session
Associated Press Annual Meeting	General Session (NAB)	
	NAB Annual Business Meeting	
Associated Press Reception	Reception	Reception
Associated Press Lunch	ANPA Lunch	ANPA Lunch
Four Clinic Sessions	Four Clinic Sessions	General Session
Times Mirror Reception	King Features Reception	Convention Adjourns

ANPA Executive Vice President Jerry W. Friedheim (left) consults with University of Minnesota Professor Emeritus Edwin Emery, who is writing a 100-year history of the Association. Emery is author of the original history of ANPA published in 1950 and a 75th anniversary edition in 1962.

Attorney Rush promoted by ANPA

Tonda F. Rush has been promoted to ANPA assistant general counsel.

Rush joined ANPA in October 1983 as government affairs counsel. She has worked on postal matters and on First Amendment and other issues.

Tonda F. Rush

Previously, she was director of the Freedom of Information Service Center in Washington, D.C., a joint project of the Reporters Committee for Freedom of the Press and the Society of Professional Journalists, Sigma Delta Chi.

Rush received her law degree in 1979 from the University of Kansas, where she also received a bachelor's degree in journalism in 1973.

Her promotion means ANPA now has two assistant general counsel. The other is Claudia M. James. □

over-set

Pentagon papers

The Department of Defense is spending about $119.3 million a year on newspaper and magazine subscriptions, according to a report issued by the DOD inspector general.

Most of the publications were for military libraries, but more than one-third went to the offices of senior officers and for other non-library use. The 50-page audit report concluded that the amount spent was excessive.

But will it say 'no comment'?

The press announcement may be about to go the way of space shuttle chatter, instant polls on television and sports scores. Yes, the 900-number press release is at hand.

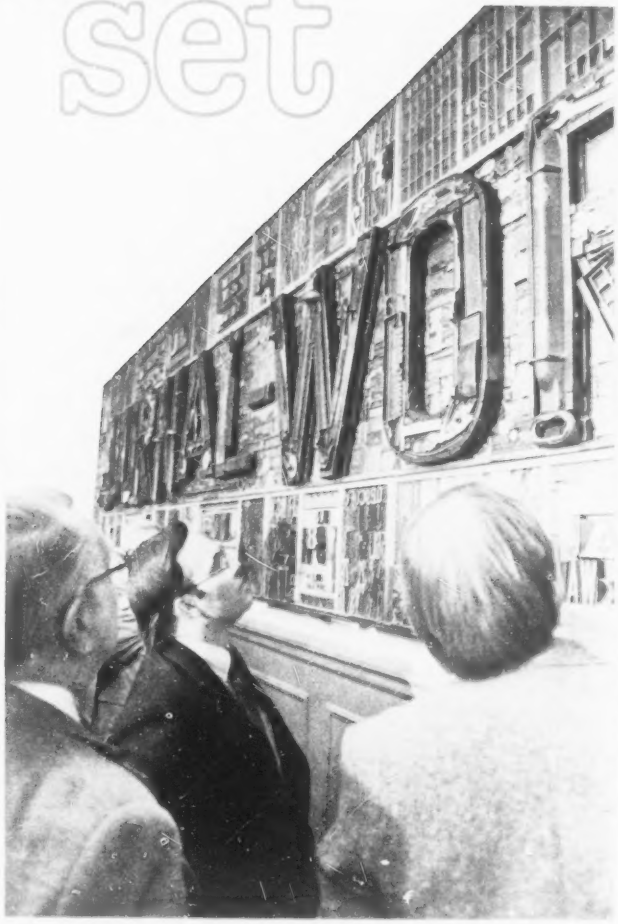
The "900" service allows someone calling a number with that area code to listen—but not talk—to a prerecorded message or an ongoing event.

So far, about half a dozen 900-number press announcements have been aired, and AT&T spokesmen say they are confident press-announcement use will expand as more organizations and individuals become aware of its potential.

Hookups to standard telephone lines cost $250; callers are charged 50 cents for the first minute and 35 cents for each minute thereafter. Calling 1-900-555-1212 yields a listing of "900" numbers open to the public on a given day.

Calls cannot be made to "900" service numbers with credit cards or operator assistance or from coin telephones, hotels and some business phones.

Since the service began in 1981, about seven million people have called "900" numbers for various information.



Mural captivates Lawrence Mayor Mike Amyx (center) and two businessmen from the area.

What is 23-feet long, 5½-feet high, and made of relics from the back shop?

The Lawrence (Kan.) Daily Journal-World has a new display in its lobby that will warm the hearts of anyone who was ever associated with the hot-metal era of newspapering.

It's a one-of-a-kind artistic "assemblage" of old newspaper type and printing equipment. The pieces, which fill 18 old type cases in the 5½-by-23-foot collage, are momentos of days before the Journal-World shifted to cold type in 1974.

Many of the components were arranged across the panel to spell the words "Journal-World."

Creator of the one-ton-plus piece is Robert Schneeberg, a Hallmark greeting card company artist internationally known for his murals. One of his other artworks is a mural that hangs in the conference room of Universal Press Syndicate. The Journal-World project took him eight weeks at his Hallmark studio workshop in Kansas City, Mo.

For many Journal-World staff members, the end product turned out to be much more than a collection of obsolete oddities. "Unless you've been around awhile," said one longtime employee, "you can't begin to imagine how many memories there are for a lot of us in that big type box on the wall."

Large type scores points with seniors

If your newspaper is looking a little gray lately, it may be time to listen to "Gray Power"—and enlarge the type.

Particularly if you are located in Pinellas County, Fla., where 29 percent of the population is over 65.

The Evening Independent (circulation 35,731) has been using 10-point body type—compared with an industry norm of 9-point—for five years. Its much larger sister paper, the St. Petersburg Times (morning, 257,105), will switch to 10 this year.

It's a case of responding to readers who rate small type second only to ink rub-off as their pet peeve, says Michael Foley, Times assistant managing editor.

According to a 1982 study conducted by the Newspaper Advertising Bureau, nearly one-third of the elderly people surveyed reported difficulty reading newspaper type.

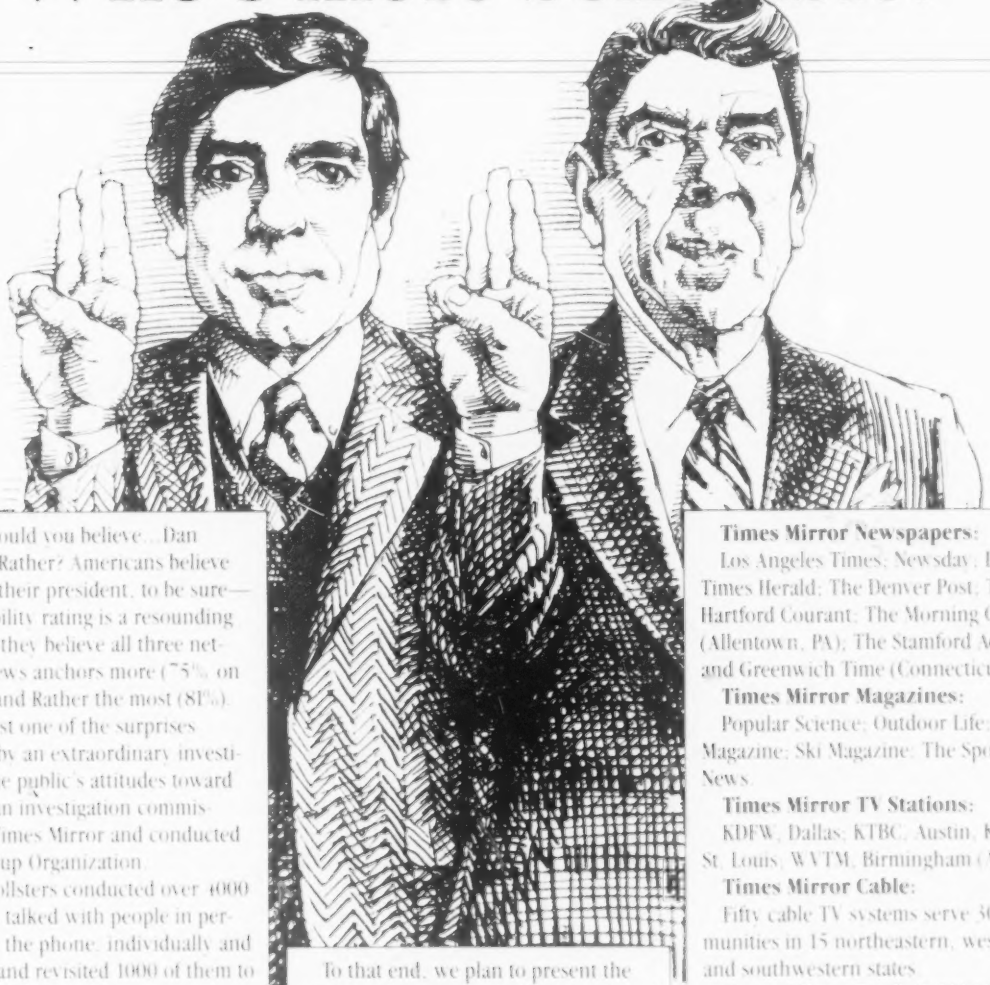
One paper, The New York Times, provides a large-type weekly synopsis of the news. Printed in 16-point type, it has a circulation of about 10,000.

An ironic twist to a byline

Some people probably did a double take when reading The New York Times' front-page story reporting on the shakeup at the U.S. Postal Service with Albert V. Casey replacing Paul N. Carlin as postmaster general. The line of succession to that job can be traced back to Benjamin Franklin, of course. And as fate would have it, the byline over the story was that of Ben A. Franklin, general assignment reporter in the Washington bureau.

"The People & The Press," Ad #1 in a series

Who's more believable?



Would you believe... Dan Rather? Americans believe their president, to be sure—his believability rating is a resounding 67%—but they believe all three network TV news anchors more (75% on average)...and Rather the most (81%).

This is just one of the surprises uncovered by an extraordinary investigation of the public's attitudes toward the press, an investigation commissioned by Times Mirror and conducted by The Gallup Organization.

Gallup pollsters conducted over 4000 interviews, talked with people in person and on the phone, individually and in groups, and revisited 1000 of them to double check key findings.

Nothing like it had ever been done before.

So why did we do it?

First, because as one of America's largest newspaper-based media companies, we need to know exactly how the public views the press...and no prior study has dug deep enough to tell us.

We also saw in the study a way to stimulate a dialogue between the public and the press that would strengthen that essential relationship.

To that end, we plan to present the investigation's major findings in ads and public meetings, and to invite and respond to your comments.

We also plan to repeat the study regularly so we can track attitudes over time.

Who we are

We publish newspapers, magazines and books and operate TV stations and cable systems (see list below), so we have a special interest in the dialogue we aim to stimulate with you.

Simply put: it will help us serve our readers and viewers better.

Times Mirror Newspapers:
Los Angeles Times; Newsday; Dallas Times Herald; The Denver Post; The Hartford Courant; The Morning Call (Allentown, PA); The Stamford Advocate and Greenwich Time (Connecticut).

Times Mirror Magazines:
Popular Science; Outdoor Life; Golf Magazine; Ski Magazine; The Sporting News.

Times Mirror TV Stations:
KDFW, Dallas; KTBC, Austin; KTVI, St. Louis; WVTM, Birmingham (AL).

Times Mirror Cable:
Fifty cable TV systems serve 500 communities in 15 northeastern, western and southwestern states.

Times Mirror Book Publishing:
Matthew Bender & Co., law books; C.V. Mosby and Year Book Medical Publishers, medical books; Harry N. Abrams, art books; Mirror Systems, computer software; Learning International, training programs.

If you'd like to know more about us, contact Donald Kellermann, Vice President, Public Affairs, Times Mirror, Times Mirror Square, Los Angeles, CA 90053, (213) 972-3847.

Times Mirror

We're interested in what you think.

THE NATION'S NEWSPAPER

USA TODAY

VIA SATELLITE

We've caught on! We're catching up!

The ABC's of newspaper publishing (Audit Bureau of Circulations reports) are out for Fall 1985. USA TODAY leads the way in growth, with a total average daily paid circulation of 1,352,897— up 105,573 from the same period a year ago. In just three years, The Nation's Newspaper has climbed to within a whisker of the 66-year-old New York Daily News and is closing in on the 96-year-old Wall Street Journal. And we continue to grow, with a year-end circulation of 1,400,000-plus. USA TODAY has indeed caught on. Watch us catch up!

The top 10 newspapers in the USA

1. Wall Street Journal	1,910,085
2. New York Daily News	1,354,220
3. USA TODAY	**1,352,897**
4. Los Angeles Times	1,058,698
5. The New York Times	964,360
6. New York Post	804,441
7. Chicago Tribune	755,648
8. The Washington Post	737,480
9. The Detroit News	645,417
10. The Detroit Free Press	636,306

*Total average daily paid circulation, including single copy, customer delivery and bulk (hotel/motel) sales for the six month period ending Sept. 30, 1985 (Chicago Tribune for Aug. 19 to Sept. 29, 1985), from ABC publisher's statements, subject to audit.